

Sears Opens New Store Thursday to Serve Area

Thursday Big Day for Salem And Sears Firm

Sears, Roebuck & Co.'s new store in Salem will open for business Thursday, August 11, James Mosolf, manager, announced today.

Everything is in readiness, Mosolf said, to handle what is expected to be a record crowd at the opening of the modern new store.

The building is completely air conditioned with powerful blowers for the circulation of both cool and warm air.

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 maximum 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."



Jim Mosolf

Jim Mosolf, Manager, Once Played Pro Ball

Friends of James F. Mosolf, nationally known big league ball player, are congratulating him on the opening of the new Sears, Roebuck & Co. store here Thursday.

Mosolf played with the Los Angeles Angels and in 1929 was transferred to the Pittsburgh Pirates. Other big league berths were Chicago Cubs in 1933, Boston Braves in 1937, and in 1938 Mosolf started an equally successful career with the firm of Sears, Roebuck & Co.

Shortly after going to work in the Tacoma store, he was promoted to the Seattle district office as Pacific northwest retail district supervisor of furniture and floor covering. 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 said:

"I am very familiar with Salem and the Willamette valley, and I know that it is a city with a great future promise."

175 Employed At Sears Store

Approximately 175 persons will be employed at the gigantic new Sears, Roebuck & Co. store.

This new streamlined building, according to James F. Mosolf, manager, will provide ideal working conditions in a 63-year-old company for the many employees.

The store is scheduled for its formal opening Thursday morning, August 11, and store officials expect the event will be a gala occasion, attracting thousands of visitors to Salem on Thursday, Friday, and Saturday.

For the occasion, numerous extra employees have been added to the staff to aid in giving the customers prompt, efficient, and courteous service.



Gene Neely
Credit Manager



Personnel Manager—Mrs. Lois Brausch, who has been a member of Salem Sears office force for several years, will serve as personnel manager at the new store. She was switched from routine office duties to personnel work about a month ago.

Heldman Happy In Sears Job

"Shoppers here can now get the latest in fashions and the best in modern appliances without the necessity of traveling to larger cities for a greater selection."

So says James Heldman, assistant manager of the new Sears Roebuck & Co. store.

Heldman's words are backed by 18 successful years of merchandising experience in the Sears organization.

Heldman's progress has come through a series of promotions from an early start. He has a very talented wife, and two charming children, a boy and a girl. They are residing as the proud owners of a new home not far from the great new Sears store, and Heldman is more than happy to be associated in Sears new store.

Heldman stated his aim would be to provide pleasant air conditioned, courteous and complete shopping service to Sears' many friends.

Most Employees Hold Shares

Sears, Roebuck & 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 Thursday here.

The employees are actually shareholders in the company through the Sears famous profit sharing and pension plan.

This plan which was initiated in 1916 enables employer to invest a part of their salaries 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 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 top-flight service for their customers and our store."

Most of the Salem employees are home owners in the Salem area.

500 Cars Can Park

The great new Sears store will have facilities for their customers to park without fear of overtime parking tickets or dreaded long walks to and from the car.



Jim Heldman

Advanced Sound System Installed in Big Store

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

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 baffles on the ceiling, but the music is at such low volume and so evenly dispersed that is difficult to tell where it is coming from.

Unusual fidelity and tonal qualities are obtained from a library of 1,200 transcriptions. A scientifically planned program plays suitable music for different times of the day.

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

Vocation and Avocation Same

Genial Dick Remy, the display manager chosen by James Mosolf for the great new Sears store, is not content with bringing the most modern displays to Salem, but in his spare time he constructs miniature displays for the edification of his four children.

Sears Story Interesting as American Epic

The story of Sears, Roebuck & Co., whose newest retail store will open in Salem Thursday, August 11, is one of the most interesting in the annals of American business.

Last year it took 116,552 full-time employees to run the company plus 42,352 in part-time service. Yet in 1886 the business that became Sears, Roebuck & Co., was a one-man mail order house operated by the station agent in the little village of North Redwood, Minn. Because the station agent happened to be Richard W. Sears, there is a real story in that one man mail order house.

The jeweler in North Redwood, afraid of becoming overstocked, decided not to accept a shipment of watches that had been sent to him. The shipment was returned to the railway office. The station agent who was full of ideas, obtained permission to dispose of the watches. He thought it would be to his credit if he was able to get the railroad its express charges and he was not averse to making a little spare-time money for himself.

He Sold Them All

Young Sears went to work with an idea that had been in his mind for some time. He sent hand-written letters to railroad men he knew and told them about the watches. The watches sold easily.

The shipment vanished and left the young man with extra money in his pocket and with a merchandising idea whose possibilities were already beginning to excite him. Thus began his one-man mail order house which he operated in spare time during his regime as station agent at North Redwood.

In a few months the spare time job had outgrown in importance Sears' duties with the railroad. The young man could see that its potentialities were without limit, so at the age of 20, Richard W. Sears moved to Minneapolis and founded his first mail order house.

The Minneapolis enterprise was an instantaneous success. Sears moved his business to Chicago and it continued to flourish until 1889 when he sold out and made a contract with the buyers not to enter the mail order business in Chicago for a period of three years.

Might Have Been Banker

With what was in those days a sizeable fortune Sears played with the idea of becoming a banker in an Iowa country town. The fate of what was to become Sears, Roebuck & Co. hinged on his decision at this point.

At length, he decided to return to the mail order business and started his second house at Minneapolis. He took as partner, A. C. Roebuck, whom he had employed as a watchmaker in his first venture. This business followed its predecessor and moved to Chicago where in 1893 the present name, Sears, Roebuck & Co., was adopted.



Typical American Woman Average Sears Shopper

Mrs. Average Shopper Acquires Her Chic Wardrobe Presented by Sears—Mrs. Roberta Heiserman, 380 Park avenue, chosen by Sears as Mrs. Average Shopper, is supplied with a fashionable and complete wardrobe from Sears' well stocked shelves and racks. She stands stylishly arrayed in a formal gown and carries her selected evening jacket of white wool pile, shoes and a box of Royal Purple hose.

"My husband and I were laughing about my being chosen as the 'Average Sears Shopper' because I'm just an average American woman."

That was the comment of Mrs. Harold H. (Roberta) Heiserman after her selection as the average Sears shopper.

That perhaps is the reason, too, that Mrs. Heiserman, was selected for the honor after Sears representatives had spent Friday and Saturday interviewing persons entering their store. Mrs. Heiserman, who shares honors with Mayor Robert L. Elstrom and Store Manager James Mosolf at the opening ceremonies for the new Sears store Thursday morning at 10 a.m., Sunday, with her husband, was given a preview of the new store and Monday was taken to the store to select a complete outfit for herself.

Like the average shopper that she is Mrs. Heiserman, after selecting her lingerie and three pairs of hose chose a black faille one-piece afternoon dress and to wear with it chose black shoes, a black bag and a small black hat.

Likes Trading at Sears

Purchasing at Sears is not a novelty to the "Average Sears Shopper." In her home are many articles sold her by Sears, including a Cold Spot refrigerator, an ironer, vacuum cleaner, dinette set and her children's bedroom set.

In addition to being an average American woman herself, Mrs. Heiserman has an average family. She and her husband, who operates a service station at 420 Center street, and their two daughters live at 2270 Park avenue. The girls are Joan, 7 and Carmen, 4.

The Heiserman's have an average home, a house with five

Sears Business Enriches State, Says Mosolf

Oregon industry last year was enriched to the tune of nearly \$4,000,000, the amount Sears, Roebuck & Co. spent for merchandise purchased from 70 different manufacturers in the state, it was made known here today by J. F. Mosolf, Sears manager.

This evidence of the quantity of Oregon-made products that are distributed by Sears to the nation's consumers was drawn from a merchandise expenditures survey prepared in connection with the opening of the company's new Salem store here Thursday.

Helped Develop West

Mr. Mosolf commented that the merchandise buying of his company on the Pacific coast is illustrative of one of the reasons for the major development of the west and the end of an era which saw the coast serving only as an industrial colony of the east.

Many of the things Sears buys on the Pacific coast, he said, are purchased in sufficient quantities to ship much of this merchandise for sale back east over the mountains, thus reversing a movement of manufactured goods that previously flowed in the opposite direction for years.

Little Idea Grew

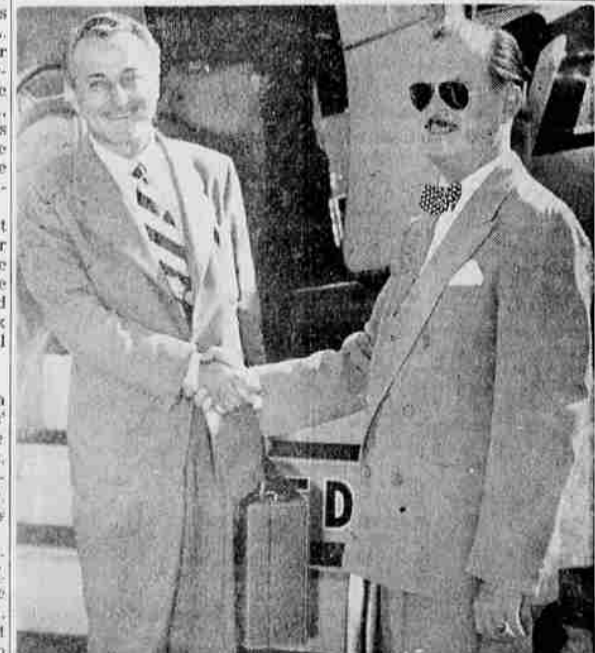
Figures such as those representing Sears purchases of western-made goods would assume even greater importance, it was pointed out, if it were possible to interpret them accurately in terms of the hundreds of persons who, in addition to those employed directly by the company, have had a hand in the manufacture of merchandise for Sears.

Sixty-three years ago Sears, Roebuck & Co. was little more than a flowering idea in the head of a young station agent at the tiny town of North Redwood, Minn. Today it is a firm with over 116,000 full-time employees and 95,000 stockholders, with employees themselves holding 19 percent of the company's stock in a profit-sharing and pension fund which is the company's largest shareholder.

Coney Island Crowds Less

New York, Aug. (AP)—Attendance at Coney Island beach slumped more than 50 percent yesterday — despite 90 degree plus temperatures. The reason apparently was an outbreak of polio which health authorities have described as a mild epidemic.

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D. A. Epstein, Sears Manager—Claude Walter (right), Sears merchandise manager for the Pacific Northwest retail zone, greets D. A. Epstein, assistant vice president and Sears sales and merchandise manager for the Pacific Coast upon his arrival at McNary field Monday afternoon.