



Pat Ryan

### Pat Ryan Holds Post With Sears as Promotion Manager

Pat Ryan stepped into a new field of work, as far as he is concerned, when he recently assumed the position of advertising and sales promotion manager for Salem's new Sears store. Though Ryan has been a member of the Sears organization for 18 years, he has never before worked in the advertising and promotion department until coming to Salem a few months ago.

He broke into the Sears chain when he joined the merchandise presentation department of the Pacific northwest zone. After eight years in that department, he joined the retail department.

He was assigned to the post of manager for the Sears farm store at Albany, where he remained for five years. From there, he went to Walla Walla to open a new farm store, and served as its manager for one year.

For the last 12 months before coming to Salem, Ryan was manager of the Aberdeen, Wash. store.

He was chosen for his new position because of his vast merchandising experience and a natural flare for promotion.

"If I had realized that such a good fellowship existed in the newspapers as it does today in Salem, I would have undertaken advertising work a long time ago," says Ryan.

For a quick four o'clock pick-up on a warm day mix equal amounts of chilled prune juice and milk; add a scoop of vanilla ice cream to each glass, if desired, and serve with long spoons and straws.

### Berg's Market First to Open

First business firm to open in the new shopping center was Berg's modern super-market, a concrete structure with 15,700 square feet of floor space, operated by Elmer Berg, groceryman in Salem since 1936.

The market, which opened March 31 this year after being under construction for about 10

months, is 100 by 120 feet on the ground level and the second floor is approximately 36 feet wide, extending the length of the store along the east wall.

Total lineal footage of refrigeration display cases operating from a number of compressors is 171 feet. In addition to the display space for fresh fruits and vegetables there is refrigeration for the displays of fresh meat, frozen foods, dairy products, ice cream, soft drinks and various other items.

A serve-yourself store, the market in addition to having the regular groceries and the fruits and vegetables arranged for self service has packaged the fresh meats, poultry, smoked meats, fish and delicatessens so that the customer may also serve himself here.

In the meat department the self service display cases are maintained at a temperature between 32 and 36 degrees by a constant circulation of chilled air.

One of the features of the Berg's Market is the electric eye doors on the west side of the large building. The doors marked "In" and "Out" swing open for the customer when his shadow passes between the electric eyes located on posts near the doors.

### Hawk Soon to Have Silver Anniversary

L. E. Hawk, who started his career in 1926, will soon celebrate his silver anniversary as a merchant. Hawk has been associated with Sears, Roebuck & Co. in Modesto and San Jose, Calif., and in Klamath Falls, Oregon, prior to moving to Salem.

Hawk's love of sports is demonstrated by his active interest and participation in baseball, basketball, football, tennis, badminton, golf and swimming. Hawk played for several years with the Sawbuck team in Klamath Falls.

To his wide interest in sports Hawk adds the unusual touch of the true gourmet in that he shakes a mean spice can in the kitchen preparing the many unusual dishes for which he has become famous to all visiting Sears officials.

### War-Time Surplus Finds Odd Uses

Lincoln, Neb. (U.P.)—War surplus materials worth an estimated \$2,000,000, ranging from 10-cent bottles of disinfectant to \$52,000 radar sets, have been distributed among Nebraska colleges and schools during the last 12 months.

Floyd Parker, director of the war surplus division in the state school superintendents office, said the materials which helped the United States win the war are being put to uses never dreamed of by their manufacturers.

Parker cited some of the peace-time conversions: Rubber-covered gasoline tanks—the rubber was cut up for stair pads, and tanks halved and used to store rugs and sweeping preparations.

Gas mask cases—used by basketball players to carry their gear.

Pup tents—sewed together for drop cloths.

Radio equipment parts—salvaged to set up school-wide communication systems.

Snow shoes—to be used in actual instruction.

Baking powder, 6,000 pounds—home economics departments snatched at this item.

Even sample sets of false teeth can be "easily disposed of," Parker said. He added that a few schools have taken material for new buildings and equipped them, all from surplus materials.

Evendens Grandparents Woodburn—Mr. and Mrs. Fred Evenden of Woodburn are receiving felicitations on the birth of their first grandchild, a girl, Linda Lee, born to Mr. and Mrs. Eldro Olson (Millicent Evenden) of Portland at the Portland Emanuel hospital August 3. Paternal grandparents are Mr. and Mrs. Arthur Olson, also of Woodburn.



First Unit in Shopping Center—Berg's Market, featuring the latest ideas in grocery retailing, was opened for business March 31. It was the first structure to be completed in the Capitol Shopping Center and suggested the design of the other buildings to follow.

### Shopper

(Continued from Page 1)

The garden claims the attention of both Mrs. Heiserman and her husband and now furnishes all their fresh vegetables. Also there is enough extra in fresh vegetables for her to give some to the neighbors and to freeze some for the family for winter. The Heisermans came to Salem about three and a half years ago from Seattle, and their home was new when they moved into it.

She's Club Member Mrs. Heiserman, a brunette with light brown hair and brown eyes is only five feet, one inch tall. Despite the fact that she helps in the garden and keeps house for her husband and two daughters she still finds time for outside activities.

She belongs to the Junior Woman's club, the Salem Memorial auxiliary and the Sojourners of which she is vice president this year. Sundays she goes to the First Presbyterian church.

Fresh peaches are delicious served hot with a slice of broiled ham. Peel, pit and quarter the peaches and saute them lightly in a little butter or margarine. Sprinkle them with a little sugar while they are cooking.

You can protect an open can of evaporated milk with cellophane tape.



Bessie De Marais

### Catalog Department Head Good Gardener

Bessie De Marais, who for six years has been in charge of the catalog order department for Sears, Roebuck in Salem, became a member of the National Quota Busters club and has also won several national contests and is a holder of the four star employee award.

Bessie was married in Salem and has a son Robert in the U. S. navy. She spends her spare hours gardening. She has a personal collection of over 10,000 primroses.

### 16,000 Tons of Paper Used For One Issue Sears Catalog

Into production of each issue of Sears' catalog goes nearly 16,000 tons of paper and enough printer's ink to fill two standard 60-foot length swimming pools. More than 3,000 people have had a hand in its planning, creation, and distribution.

That's the big general catalog of Sears Roebuck & Co.

Customers of the new Sears store opening in Salem, August 11 will find it pleasantly convenient to order from the catalog any item not regularly carried in the merchandise stocks of the local store. A comfortable catalog shopping department in the basement adjacent to the hardware department combined with a direct teletype to Seattle will provide a special shopping service that will supplement the new stores tremendous facilities.

Twice each year since before Cleveland's second term as president and before James J. Corbett was heavyweight champion, the Sears general catalog has carried its message to the homes of America's countryside.

The big Sears book has long been recognized as one of the huge printing jobs in the world. But it has not always been the great time it is today. It was ushered in very humbly back in 1891 as a 32-page envelope stuffer. That was just five years after Dick Sears started his little mail order watch business at a wayside railroad station at North Redwood, Minn.

Through a want-ad for a watchmaker Sears ran an issue in a Chicago newspaper, A. C. S. navy. Roebuck became associated in the business and the first catalog under the name of Sears, Roebuck and Co. appeared in 1893.

This book contained 64 pages. To state that the story of the Sears catalog, starting from the time Sears & Roebuck, just past their 30th birthdays, moved their thriving business to Chicago could hardly be called an exaggeration. It is a story of stupendous growth, or enormous progress in printing and the allied arts—from the old handset days to multiple-magazine machines, from the Cottrell flatted to the giant rotary, from the early woodcut to the multi-colored halftone.

### Sears Catalog Used To Compile History

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 a Sears catalog file.

Later he wrote a lengthy letter to the company in which he said:

"Nothing I have received from any source gave me more valuable information for my book than the Sears catalog."

### Norden Helps Install Store

Carl Norden, who is with Sears as construction and fixture installation supervisor for the new store is a softball player of no mean ability, and apparently red-headed son Johnny, now 4 years old, intends to follow in his father's footsteps.

Norden recently won a locally-sponsored Sears, Roebuck & Co. golf tournament.

Norden says the store in Salem is the finest he has ever helped install. There is over 75,000 feet of space in the store and a parking lot to hold 500 cars. The store itself is one of the most colorful in the nation.



Ann Conley Advertising



Loyal Hawke



Left to right: Bill Bevins, Drew Michaels, Vern Drye, Don Halsey, Ron Patton



Left to Right: Ron Patton, Vern Drye, Drew Michaels, Don Halsey, Bill Bevins

## Congratulations

and

## Best Wishes

on your

## — New — Store Opening

in the

PROGRESSIVE

## Capitol Shopping Center

FROM

## Electric Corporation

1305 S. 13TH

SALEM, ORE.

TO  
**Sears,  
Roebuck  
and  
Co.**  
On the  
**OPENING**  
Of Your  
**NEW  
STORE**

From  
**Oregon Pulp &  
Paper Co.**  
Front & Ferry Sts.

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