

President Tells Why Salem Was Selected

By DAVID F. ENGEL, President, Angerman Co., Inc.

I have been asked why Angerman Co., Inc., has seen fit to locate so many of its Hughes stores in the Pacific northwest area and, particularly, in Salem.

The answer is simple. My associates and I in the management of the women's apparel shops comprising the Angerman chain like communities that show promise of continuous and steady expansion—population-wise and economically. The Pacific northwest offers those advantages. Angerman, therefore, favors the Pacific northwest.



DAVID F. ENGEL

That is the reason why 17, or approximately one-third of the 53 Angerman stores, are located in 16 cities of the four northwestern states of Oregon, Washington, Idaho and Montana, which, in themselves, represent less than one-fourth of the 17 states in which Angerman Co., Inc., operates. That is why we of Angerman are planning additional stores in your area. That is why we are glad to become an active member of Salem's thriving and growing business community, with our latest, and one of our best, Hughes stores listed in your new Capital Shopping Center.

Lure to Investment

Let me enumerate just a few of the outstanding characteristics that encourage capital investment in Salem, its sister cities in Oregon and in the neighboring states. To be sure, you should know those characteristics of your home territory better than I, but, having lived within such close proximity to their steady, progressive development, you are likely to lose the perspective that stands out in bold relief to one who has watched that growth from afar. Take Salem. Founded as a Methodist missionary settlement in 1860, in what then was largely Indian territory, the little community soon grew in importance. In 1860, a year after Oregon became a state, Salem was designated as its capital. For eight decades Salem went its quiet way, catering to needs of the lumbering, dairying and poultry raising areas surrounding it. By 1920, it had attained a population of approximately 18,000 inhabitants, its only claim to fame being that it was the capital city of the state.

Then things began to happen in Salem. New enterprises appeared. Its population, in the next 10 years, jumped 50 per cent—to more than 26,000 persons by 1930. Today, its inhabitants exceed 50,000. The city is the principal trading cen-

ter of the rich Willamette valley area, second in the state only to Portland. It has become one of the most diversified trading areas in the Pacific northwest, and, again, second only to Portland, leads Oregon in the sales of dry goods and in women's apparel and accessories.

Salem Versatile City

No longer is Salem just the trading point for an exclusively agricultural area, albeit an important one, that boasts of being the hub of the largest hop-growing center in the United States. It also is the only area in the nation growing flax for fiber on a commercial basis and then spinning the thread and converting it into linen twine and airplane linen fabric in its own mills. All this is in addition to thriving flour, paper, woolen and saw mills, meat packing plants and those industries allied to normal agricultural and cattle raising pursuits of the west. And the end is not in sight.

What is true of Salem is equally true of Oregon as a whole. The state's population increased from 1,089,000 to 1,826,000 between 1940 and 1948, a gain of 49.2 percent. During the same period, income payments within the state mounted from \$633,000,000 to \$2,134,000,000; per capita income jumped from \$579 to \$1,302.

The census of manufacturers shows that, from 1939 to 1947, the number of manufacturing establishments in Oregon grew from 1,903 to 3,075, while the average number of production workers increased 60 per cent, and the value added to manufacturers rose from \$156,700,000 to \$673,000,000, a gain of 329 per cent. Factory employment, in 1948, reached 105,000 persons, up 64 per cent from 64,000 in 1939, and retail sales skyrocketed from \$442,000,000 in 1939 to \$1,507,000,000 in 1948.

Strength Shown Elsewhere

The neighboring state of Washington has done almost as well. There, during the last decade, population has increased approximately 44 per cent, with per capita income up 121 per cent, resulting in a gain of almost 300 per cent in retail sales. Equally encouraging is the progress shown in Idaho, where, in less than a decade, the number of manufacturing plants increased 33 per cent, adding 268 per cent to the value of their manufacturers with the help of a 47 per cent increase in the number of persons employed. Retail sales, during the same period, have increased more than 200 per cent.

Even Montana, predominantly a cattle state, showed a 41 per cent increase in manufacturing pay rolls from 1946 to 1948, with trade and service incomes up 36 per cent and agricultural income up 53 per cent.

Record Made Here

All in all, facts and figures covering the last decade show that expansion of trade and service income in the Pacific north-



Hughes Store, latest unit in the Capitol shopping center, opens Thursday.



DAVID WINTER

Manager of the new Salem Hughes store. He has been 23 years in the women's fashion field, many of which were spent as a fashion advisor. For the past twelve years he has been on the Pacific coast, where he has had close contact with the coast fashion markets, both in Oregon and California. He moves to Salem from another capital city Sacramento. Mr. Winter says: "Salem is much like Sacramento; lots of trees, many parks, but the streets are much wider in Salem, which is an invitation for a larger and faster growth. I'm going to like Salem very much. Many, many people have already called on me—the hospitality is wonderful."

west was the largest of any region in the country. Also to be noted is that factory payrolls showed a larger relative rise in this area than in any other, except the southwest, with all northwestern states recording increases above the national averages. The northwest is the only region in which factory employment in the early months of 1949 was higher than in the same period in 1948.

To me, the story told by the above statistics mean that Oregon, and its sister states of the Pacific northwest are going places. We, of Angerman, would like to go with you.

Hughes Store To Contain Latest Designs

As modern as the Capitol Shopping center project, of which it is a part, will be the new Hughes store at 490 North Capitol street, Salem.

Occupying more than 6000 square feet, this new store will embody all the latest principles of modern merchandising and store planning. The exterior will conform to the design simplicity of the entire Capitol Shopping center in the use of ceramic tile and terrazzo.

The corner entrance, with its wide expanse of tempered glass, provides a visual front in which the whole store acts as a showcase. The show windows will have window backs of Weltemp, one of the newest wood products materials.

A continuous marquee not only serves the practical purpose of sun protection, but adds a modern horizontal note to the exterior design.

The interior provides an equally modern setting with departmentalized merchandising for the various sections of the store. Ample fitting rooms and service dependencies break up the plan into an interesting irregular shaped outline.

The lighting is entirely recessed, using the most modern illumination in combining incandescent and fluorescent, all concealed behind metal baffles. The color scheme follows the keynote set by the gray carpet in the use of taupes and the natural greens of the great northwest.

The store will be completely air conditioned. It was designed in collaboration of Burke and Kober and Claud Beelman, both of Los Angeles, and was constructed by the L. H. Hoffman company of Portland.



HARRY A. SCHUTZ

General field supervisor, has been in Salem supervising construction and opening of the new Hughes store. He has been in the retail and merchandising business for 26 years. Schutz is highly pleased with the Willamette valley and exceedingly optimistic with the great potential development in Salem.



MARTIN W. GERKE

The northwest district manager of the Hughes group. He has been with the company for 14 years, starting as manager of the Tacoma store. He is here from Seattle to take part in the opening of the new Salem store. Other than working, his hobbies are boating and skiing.

Hughes Store Here Is Company's 53rd Outlet

Opening of the Hughes store as an integral part of Salem's new community shopping center marks the addition of the 53rd outlet to the Angerman Co., Inc., chain of women's apparel and accessory shops spread over the northern tier of states from Pennsylvania to Washington, extending down the Pacific coast into Oregon and California, and branching out into Colorado, Kansas and Utah.

Known as the Hughes, Porter's or Craig shops, the stores are located in 51 cities of 17 states, with 17 of the outlets situated in the four northwestern states of Oregon, Washington, Montana and Idaho. The Paradise Shop, in Butler, Pa., is the only unit in the Angerman retailing network that does not operate under a Hughes, Porter's or Craig designation.

Nearly Thirty Years

The history of the company dates back to 1920, when E. R. Angerman and four associates formed a co-partnership which, under the name of E. R. Angerman company, set up shop in Ohio and started out on what then was a modest venture in the retail merchandising of women's and misses' moderately priced apparel. Meeting with success in initial undertakings, the business soon branched out into other states and, in time, represented a consolidation of the Hughes, Porter's and Craig enterprises. The present company, a New York corporation, was organized in 1926 to take the original Angerman business.

Following a period of expansion in the Great Lakes states area, the Angerman management, noting the rapid rise in the industrial development of the northwest, decided, in 1935, to enter that area. Success attended the move from the start and, today, in addition to the new Salem store, this company operates shops located in Klamath Falls and Roseburg, Oregon; Billings, Butte, Great Falls, Helena and Missoula, Mont.; Aberdeen, Everett, Spokane, Tacoma, Walla Walla and Yakima, Wash.; and in Boise and Pocatello, Idaho.

Other states in which Angerman stores are located are California, Colorado, Illinois, Indiana, Iowa, Kansas, Michigan, North Dakota, Ohio, Pennsylvania, Utah and Wisconsin. Plans now nearing completion call for the opening in coming months of two stores—one in Washington and another in Idaho, and the early establishment of the chain's fourth leased de-

partment—in Anderson, Ind., to bring the number of outlets to 56.

Within Popular Range

Merchandise sold in the Angerman stores, all of which are situated in the principal retail shopping areas of their respective cities and are modern in both design and appointments is mainly in the popular price range and consists of women's and misses' apparel, such as dresses, suits, furs, fur-trimmed and cloth coats, slippers, sweaters, skirts, blouses, underwear, and a complete line of lingerie, hosiery and other accessories.

All sales are on a cash basis, but each store maintains a "lay-away" or "will call" system, under which merchandise is laid aside for the customer upon payment of a deposit. The customer then makes periodic payments on account and, when the full merchandise price has been paid, the merchandise is delivered to the customer.

The company maintains its general offices at 519 Eighth avenue, New York, N.Y., where its executive, buying and accounting offices, its stockrooms and its receiving, packing and distributing departments are located. Merchandise is purchased by buyers working out of this office, located in the heart of New York's garment center, and, when received, is inspected, ticketed, packed and distributed from New York to the individual stores.

"It is our aim," said David F. Engel, president, "to bring to the city in which each Angerman shop is located the shopping advantages available only in the largest metropolitan centers, a purpose which can be accomplished only by a closely knit organization, such as Angerman, whose operating methods make it possible to bring to smaller cities the styles and prices not usually available to them."

"This is accomplished," he added, "by a large staff of centrally located buyers who make purchases every business day of the year for all stores, thus providing Angerman shops with fashion-fresh merchandise. Moreover, large-scale buying permits retail offerings of the



SAUL SHULLMAN

Buyer of coats and suits. Shullman has been with the Hughes Stores for sixteen years. He has attained his perfection by an intensive study of textiles and periodic trips to the Pacific coast markets where he has done considerable buying, finding more and more development and influence in women's fashions from the northwest.



MISS BROOKS CORNWALL

Has been with the Hughes organization for eight years. Starting as a cashier in the Tacoma store, she soon was promoted to auditor of the northwest stores and is now head cashier and auditor for the entire coast group. She is here to install the control system in the new Hughes Salem store.

latest fashions in apparel and accessories at moderate prices."

Other officers of the company, in addition to Mr. Engel, and of long standing and experience in the women's apparel retail field, are William B. Friedman and Tracy Brown, vice-presidents; Ruth W. Engel, treasurer; and Peter V. Wensel, secretary.

forecast: **Rain!**



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Both for **1095**

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Hughes
490 N. Capitol

Congratulations to Hughes on the opening of your Beautiful Store

It is a distinct tribute to **Life Time Mannequins**

To Have Been Selected as Window Models to Display the Smart Fashions for Which You Are Famous

We also take pride in the fact that you selected so many of our new, modern type fixtures to display attractively, apparel of many kinds through your store.

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HUGHES
Women's apparel

Three forward steps in the progress of Salem, shopping center of the Willamette Valley.

CAPITOL SHOPPING CENTER IS A PACIFIC MUTUAL LIFE INSURANCE COMPANY INVESTMENT IN SALEM'S FUTURE.