

New Shopping Center to Open Here Thursday

Company Assigns Brand Names to Its Merchandise

Sears, Roebuck and Co. has for years been following a policy of assigning brand names to its various categories of merchandise, R. E. Jacobson, Sears local manager, explained today.

"Sears' own-developed merchandise coupled with Sears brand names is an identification and guarantee of satisfaction to our millions of customers," he said.

Coldspot on Sears line of refrigerators and freezers and Craftsman on Sears hardware are among the best-known brand-names in America, he pointed out.

Other Famous Names

Other famous names being featured in the local Sears store include Harmony House on furniture, rugs, blankets and silverware sets . . . J. C. Higgins on Sporting goods . . . Maid of Honor on housewares . . . Tower on photography equipment, office and school supplies.

Kenmore has long identified Sears laundry equipment, vacuum cleaners, sewing machines, stoves and electric table appliances. Homart means plumbing supplies and building materials.

When the family shops for shoes at Sears, Biltwel is the label for the children, Kerrybrooke for mother and Gold Bond for father.

In wearing apparel, Honey-suckle identifies infants' wear; Boyville, boys' clothing; Honeylane, girls' wear; Kerrybrooke, women's fashions, and Fashion Tailored, men's clothing.

Master-Mixed means top quality in paints, Silvertone for radios and television, David Bradley for farm equipment, Allstate for tires and auto parts.

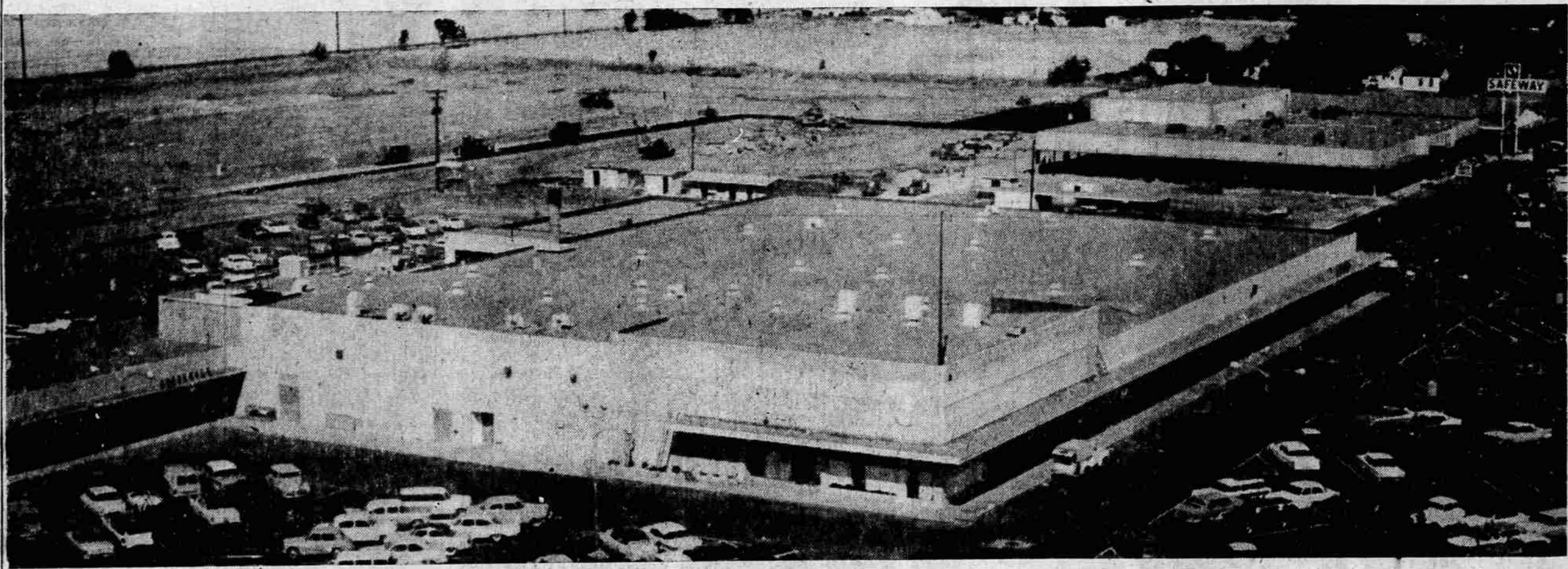
Sullivan Is Head Of Northwest Zone

The new Medford Sears, Roebuck and Co. store will be under the supervision of the Company's Pacific Northwest Zone whose manager is W. Price Sullivan, Seattle, a 23-year man with Sears.

Sullivan attended the University of Oregon and started his career with Sears as a furniture salesman in the company's Portland, Ore., store in 1936.

He successfully handled a number of different assignments including that of district advertising manager before being transferred to California as manager of the Modesto store. During the war years he was manager of the Tacoma store and in 1944 was made manager of the Seattle store, one of the company's largest units on the Pacific Coast.

In 1950 he was appointed to his present post as head of the Northwest Zone which supervises administration of 23 Sears retail stores in Oregon, Washington and Idaho.



Sears, Roebuck Retail Store Has 52 Departments

Years of speculation and months of anticipation will be culminated Thursday, Aug. 20, with the grand opening of the first two businesses in Medford's new shopping center on East Jackson st.

Sears, Roebuck and company will open its multi-million dollar department store and Safeway Stores Inc. will open its third Medford grocery Thursday morning.

Nine other smaller firms are to open at the center about Oct. 1 and three more are planned when the "second" phase of construction gets underway.

Construction of both firms was announced last October by Buttress and McClellan Inc., Los Angeles development firm.

175 Employees Hired

Almost 175 employees have been hired by Sears for opening day of its 52 departments. Ralph E. Jacobson, manager, described the store as "the most complete and most modern store we know how to create."

Ten thousand feet of carpeting have been laid in the 85,000-square-foot structure. Parking will accommodate 600 cars immediately adjacent to the building, and some 1,200 more spaces will be available when the center is completed.

Medford's Sears is about 50 per cent larger than those in Salem and Eugene.

Nearing Completion

The store, which took 87,400 man hours to complete, will offer a wide range of merchandise and services. Displays of appliances and baby clothes, sports equipment and furniture are nearing completion.

A 12-car service station with automotive services and supplies, except gasoline, is included in the departments.

Construction of the store required 1,980 cubic yards of concrete, 51.5 tons of reinforcing steel and 105 tons of structural steel. A total of 110,000 feet of wiring inside and 15,000 feet outside was necessary.

A wet pipe sprinkler system for fire control operates automatically when temperature at head exceeds 165 degrees. The air conditioning system changes all air in the store in 8.95 minutes.

Third Structure

Occupying businesses in the third structure at the center will include Pay Less Drug store, LaPointe's Dress shop, Gallenkamp Shoe store, Columbia Optical, a restaurant, beauty shop, barber shop and two other small shops.

Mark Goldy, local agent, said the center has an option on property on Bidde rd. across from the new buildings, but that its use is in question because it is on the right of way of the new freeway.

He told the Jackson County Chamber of commerce earlier that the present buildings are but the "first phase" of the center and described the Sears establishment as "a great boon to Medford's progress."

Cushman Head Of Coast Stores

The man who heads up Sears Roebuck and Co. on the Pacific Coast is a native Westerner born and reared in Albuquerque, N. M., whose first job with Sears was as an extra salesman in the men's clothing department of the company's Oakland, Calif. store.

Austin T. Cushman, as vice president of the company, has charge of its operations in California, Arizona, Nevada, Utah, Washington, Idaho, Oregon, Alaska and Hawaii.

In 1932 after successfully handling many assignments in the Oakland store, Cushman was made manager for Sears in San Francisco. Two years later he was appointed manager at Oakland and the following year became general manager of both stores.

In 1939, five more stores, Vallejo, San Jose, Stockton, Reno and Klamath Falls, were added to his district manager's list.

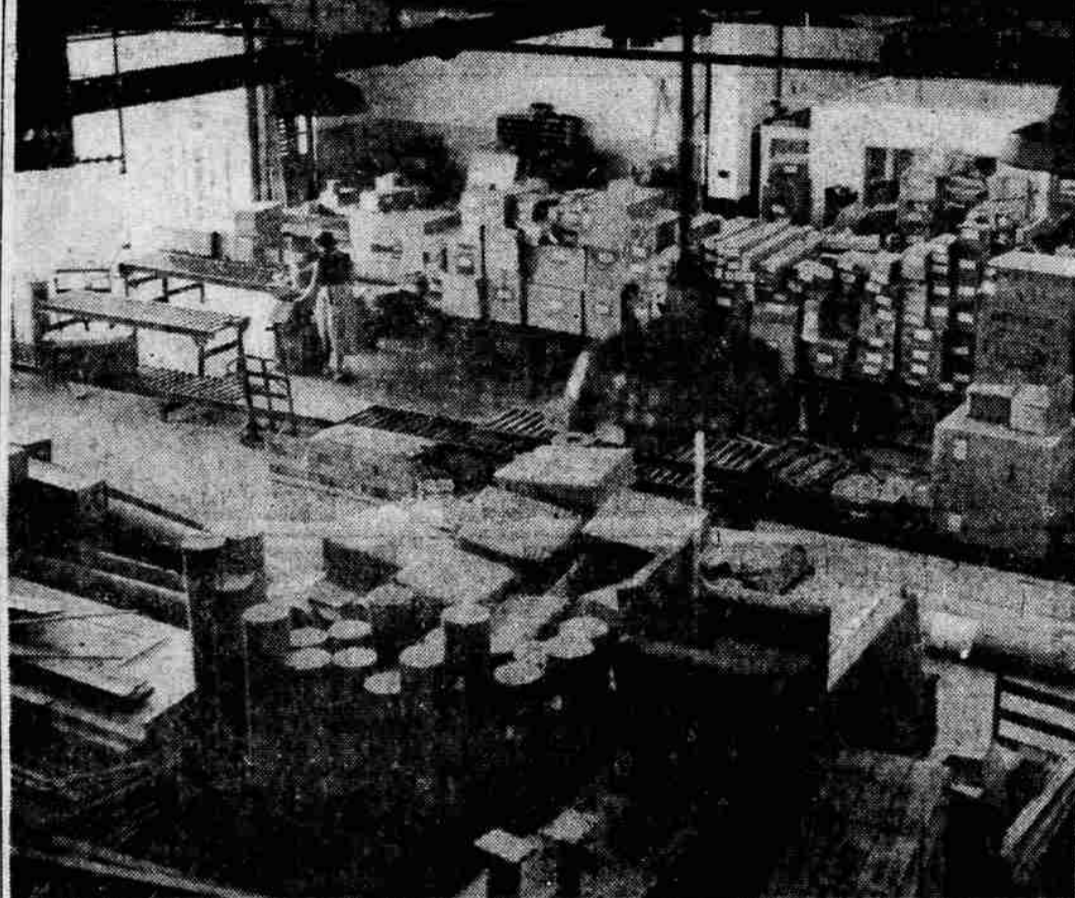
In 1942 Cushman was named manager of the company's California district, made up of stores in southern Oregon, California, Nevada and Arizona.

In April, 1945, Cushman was made manager of Sears Los Angeles group of retail stores and in January, 1949, he was appointed to Sears vice presidency on the Coast. He is also a member of the company's board of directors.

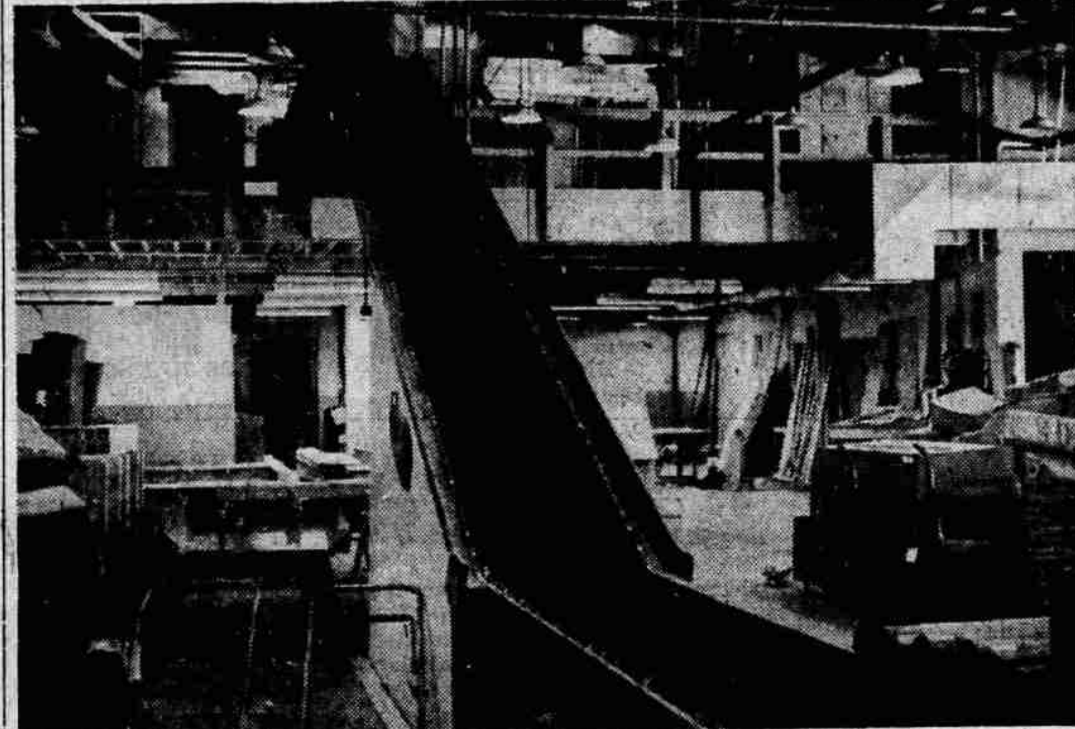
Oregon Industry Enriched by Sears

Oregon industry last year was enriched to the tune of nearly \$5 million, the amount Sears, Roebuck and Co. spent for merchandise purchased from 118 manufacturers in the state.

The evidence of the huge quantity of Oregon made products that are distributed by Sears to the nation's consumers was obtained through a survey conducted by Sears Pacific Coast Buying office and furnished to R. E. Jacobson, the company's manager.



FREIGHT ROOM—Tons of merchandise, weeks ahead of time. Much of it had yet to be put away in the picture above, with more parts of the United States, began arriving to come.



STOCK CONVEYOR—Merchandise will be carried to and from the upstairs stock room by means of this large conveyor belt in the new Sears, Roebuck and company store. Another large stockroom is located on the ground floor.

Confidence Noted With Sears' Big Investment Here

"Our confidence in the potential of this whole southern Oregon and northern California area is reflected in the size of our investment in our new store here," R. E. Jacobson, manager of the new Sears, Roebuck and Co. store opening here tomorrow, said.

Jacobson pointed out Medford's strategic location in the heart of this growing area.

"If past experience means anything," he said, "this new shopping development should draw an ever increasing number of people from outlying areas into this shopping area."

Jacobson is a veteran of 18 years of experience in the retail field. He first started with Sears as a paint salesman in the company's Tacoma store in 1941.

After serving in various capacities in the Tacoma store, he was promoted to assistant manager at Mt. Vernon in 1946. He later served as assistant manager in Walla Walla, Eugene and Yakima.

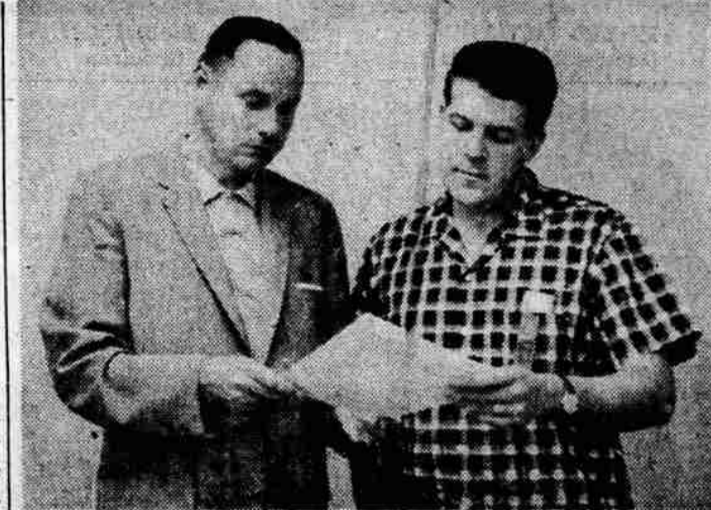
In 1953 he was appointed manager of the firm's Olympia store, a post he has held until receiving his present assignment early this year.

The Jacobsons have two children, Diane, 16, and Kitty Jo, 6, and are presently building a new home at Siskiyou and Windsor in Medford.

History of Sears Published in Chicago

In 1950 the University of Chicago Press published a history of Sears, Roebuck and Co. entitled "Catalogues and Counters."

It contains a most comprehensive appraisal of the causes and methods which have led to the development of one of the great business institutions built upon direct service to the American consuming public.



DISCUSS STORE—Manager R. E. Jacobson, left, and Assistant Manager Joe Sanford discuss opening the new Sears, Roebuck and company store in the East Jackson st. shopping center. The store opens for business tomorrow. It will remain open until 9 p.m. both Thursday and Friday.

Many Services Available To Customers at Store

Dozens of services are available to customers at the new Sears, Roebuck and Co. store in Medford.

The list runs from expert fitting of corsets to helping arrange a new kitchen in the home, R. E. Jacobson, Sears local manager explained.

One of the most popular services is ordering from the Sears catalog by telephone. Any of the more than 100,000

Harmony House Plan Available in Store

Everything needed for the inside of the house - for every room - has been color coordinated under one roof in the new Sears, Roebuck and Co. store through Sears exclusive Harmony House color plan.

From bedspreads to tile for walls or floor, colors are coordinated so that color planning a room or an entire home is an easy, pleasant assignment.

There are 16 basic colors and each one has blending shades from light pastels to rich deep tones. Each of the 16 basic colors has a color family name for the blending shades in it.

merchandise items offered in the catalog can be ordered with delivery directly to the home assured within a day or two.

Homemakers find the home service departments indispensable. The decorating consultant, for example, will call at your home with samples of drapes, slipcovers, upholstery fabrics, even rugs. Sears experts will make up the slipcovers, bedspreads, cornices or other equipment after selection is made.

Planning Sketch For those desiring to redecorate, remodel or build a kitchen, Sears will prepare a planning sketch.

A company-wide service system functions to install refrigerators, television sets, stoves, home laundry equipment and other appliances, and to maintain this equipment in first class condition once it's in the home.

At the local Sears service station, company employees install Allstate batteries, tires and tubes on customers' cars. Under present policy, tires are rotated by station personnel every 5,000 miles to provide maximum wear.

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Hundreds of Hours Go Into Package Design

It only takes a few moments to make a purchase, but behind those few moments are hundreds of hours of study, designing, planning and testing to offer merchandise that is easily available, securely protected, clearly labeled and attractively packaged.

In a Sears, Roebuck and Co. store, this is the job done by the information packaging and labeling division located at the company's national offices in Chicago.

The men in this division are aware of the customers' desires for convenience, assurance, quality, appearance and fresh, clean merchandise. They try to design their labels and packages accordingly.

All counters, racks, display tables and cabinets in Sears stores are carefully designed for the specific needs of each department in order to make shopping easier.

Hundreds of items - from infants underwear to hardware items - are labeled and packaged so they will fit perfectly into specific "fixtures." This pre-planning allows the customer to locate and choose from a wide selection of merchandise with a minimum of effort.

Ordering merchandise from one of Sears catalogs offers another challenge to the packaging and labeling division. The same package you see on display in a store must also be sturdy enough to stand the rigors of mailing so it will arrive in perfect condition.

Naturally the designers in Sears information and packaging division don't expect a dress shirt to be bought solely because of its packaging. If the shirt is bought it will be because the customer is satisfied with its features, quality, price and styling, the designers noted.



CREDIT DEPARTMENT—Large, attractive room on ground floor was especially designed for convenience of customers when paying bills. Other offices are located on second floor.

Newspaper Ads Set New Sears Record

For the 13th consecutive year, Sears, Roebuck and Co. last year invested a record-breaking number of dollars in newspaper advertising space, Edward Gudeman, vice president in charge of merchandising, announced today.

The company's 1958 retail store newspaper advertising expenditure of \$48,650,000 exceeded the 1957 total of \$46,472,000 by more than \$2,000,000, Gudeman noted.

More than 95 daily and weekly newspapers shared in the 1958 expenditure which represented 77.8 per cent of the company's total local retail advertising budget.

Total retail media expense of \$62,581,000 also was a record high, an increase of 5.2 per cent over 1957 expenditures of \$59,510,000.



STAFF MEETING—Getting organized for daily meetings to iron out problems. Most opening, Sears department heads attend of the employees are local people.