

Story of Sears Started in Minnesota Town

2 MAIL TRIBUNE, Medford, Or.
Wednesday, Aug. 19, 1959

Popular Service Of Sears Is New Charge Accounts

One of the most popular new services to be offered by the Sears Medford store will be 30-day charge accounts.

A unique feature of these charge accounts is that they can, at the option of the customer, be spread over a period of 10 months for a small service charge.

The customer may decide each month which way he prefers to pay. The monthly statement will show the balance to be paid in full as well as the amount to be paid if the customer decides to use the extended plan. The customer has the option to use the plan either way at any time without additional credit approval.

Nation-Wide Service

Sears Revolving Charge is nation-wide and Medford customers will be able to charge merchandise purchased at any of the company's retail stores or catalog sales units, or ordered directly from the catalog from anywhere in the United States.

The Sears Consumer Credit program is one of the most flexible in use in the retail field today. In addition to charge accounts, Sears makes extensive use of conditional sales contract financing for furniture, appliances and similar merchandise; plus a modernization credit program for building materials allowing as much as three years for repayment.

Nationally, Sears Revolving Charge sales last year accounted for 8.8 per cent of the company's \$3.7 billion in sales. Installment sales of all kinds accounted for 47.3 per cent of the company's business during the year.

All-Year Comfort Assured in Store

Year-round comfort is assured customers and employees of the big Sears, Roebuck and Co. store in Medford.

A new-type, modulated temperature system provides air-conditioning throughout the building, cooling or heating the air according to seasonal requirement.

Thermostats can call for either heating, cooling or just ventilating air, which is sent by duct network to that part of the building requiring the conditioned air.

The entire system cools or heats, ventilates, circulates and filters the air before it reaches the space to be air-conditioned. The cooling is provided by equipment of 225 tons capacity, located in the large equipment room.

To provide maximum comfort for customers and employees, the air is changed completely throughout the building every nine minutes by means of a blower system.

The complete air-conditioning unit was installed by McLaughlin Plumbing and Heating Company.

Sears, Roebuck Department Personnel



JOE SANFORD
Assistant Manager



DOUG WALTON
Receiving, Shipping



MARY DeWEERD
Houseware



JOHN DENBO
Floor Covering



VERN McCALL
Farm, Garden, Toys



DON SUNDENE
Sporting Goods, Paints



HAZEL OSWALD
Domestic, Yardage



NORMA ROBINSON
Infants, Children



JOHN FREESE
Store Controller



WAYNE ALLEN
Merchandising Manager



JIM WELLS
Radio, Television



LOREN COOPER
Furniture



BILLIE SMITH
Ladies Fashion



TED McDANIELS
Hardware, Electrical



EARL FOX
Mechanical Service



DICK WAGNER
Credit Sales



RALPH KINGMAN
Drapery



HAROLD SMITH
Men's Furnishings



BEATRICE PERREAULT
Lingerie, Hats, Purses



MEL NORTH
Plumbing, Heating



PETE JENSEN
Automotive, Station



ARNOLD TRIGSTAD
Display, Advertising



BILL BELL
Shoe Department



RUSS HANSON
Men's Suits

Railway Station Agent Disposes of Watches Initially

The story of Sears, Roebuck and Co., whose new retail store in Medford opens tomorrow is one of the most interesting in the annals of American business.

Last year it took more than 200,000 employees to run the company. In 1886 the business that became Sears, Roebuck and Co. was

a "one-man" mail order house operated by the station agent in North Redwood, Minn.

A jeweler in North Redwood, afraid of becoming overstocked, decided not to accept a shipment of watches sent to him. The shipment was returned to the railway office. The station agent, Richard W. Sears, obtained permission to dispose of the watches. He thought that it would be to his credit if he was able to get the railroad its express charges.

Sears Laboratory Tests Merchandise To Insure Quality

Take the guesswork out of buying! Guard the quality of Sears merchandise!

These are the twin missions of the merchandise testing and development laboratory in the Chicago headquarters of Sears, Roebuck and Co., according to R. E. Jacobson, manager of the Sears store in Medford.

Sears' laboratory, among the first to be established by a merchandising concern, serves as a supreme court, a watch dog, a censor and an inventor. Each year its staff of more than 150 chemists, engineers and technicians checks more than 20,000 separate items.

Sears' laboratory is divided into seven major testing divisions: chemical, electro-mechanical, heat and refrigeration, home economics, materials, radio-physics and textiles.

The laboratory employs the latest apparatus for testing merchandise of all types. In some of the laboratory units, technicians in spotless white smocks work amid a maze of microscopes and test tubes. In others, engineers clad in brown aprons man ingenious machines used for a variety of tests.

To reach satisfactory conclusions, many items must be subjected to tests that are more extreme and severe than the merchandise is likely to endure during normal use.

Sears industrial designers are confronted with the greatest array of products available. Literally hundreds of new designs flow forth annually from the designer's drawing board—everything from a three-wheeled tractor to a simple three-burner hot plate.

But like most creative departments, designers are part of a team. Sears designers labor closely with the manufacturer and buyer to produce a product which is appealing, attractive and available at the right price.

Sound System to Provide Music

Music via a revolutionary type of sound system will greet visitors to the new Sears, Roebuck and Co. store, 501 East Jackson st., when the doors are opened to the public tomorrow morning.

Good fidelity and tonal qualities are obtained from a large library of transcriptions. A scientifically planned program plays suitable music for different times of day.

Sends Letters
Young Sears sent handwritten letters to railroad men he knew and told them about the watches. The shipment vanished and left the Sears with extra money in his pocket and with a merchandising idea whose possibilities excited him.

In a few months, Sears' spare-time job had outgrown in importance his duties with the railroad. When he was 20, he moved to Minneapolis and founded his first mail order house. The Minneapolis enterprise was a success, and he moved the business to Chicago and it continued to flourish until 1889 when he sold it.

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 watchmaker in his first venture. This business followed the example of its predecessor and moved to Chicago where in 1893 the present name, "Sears, Roebuck and Co.," was adopted.

Reduce Expense
The merchandising philosophy under which the firm then began to attain its growth was to reduce to the absolute practical minimum the expense of moving goods from producer to consumer. There followed establishment of the famous guarantee: "Satisfaction guaranteed or your money back."

Customers received further protection when the company, in 1911, became the first distributor to establish testing laboratories.

On Feb. 1, 1925, Sears opened its first retail store and three years later the man who bears the chief responsibility for inducing the management to establish a retail system—General R. E. Wood—was named president of the company. General Wood, who retired as chairman of the board in 1954, is still a director and active in the affairs of the company.

West Coast Operations
While Sears nationally is in its 73rd year, it was not until 1910 that its first operations were conducted on the Pacific Coast. Sears' history in the Northwest goes back to when the first selling of furniture and farm implements by the company was undertaken from a warehouse in Seattle.

In 1912 construction was started on the Seattle mail order plant and this was opened for business Jan. 1, 1913. The first Sears retail store in the West was opened in Seattle in May, 1925.

Sears-Roebuck Foundation Projects In Area Are Reviewed by Manager



STOCK SHELVES—The enormous job of unpacking merchandise, pricing it and putting it on display in the huge Sears store is difficult to comprehend. Part of sporting goods section is shown in foreground above.

Even in the heated rush of preparing to meet the deadline for opening of Medford's new Sears store, Manager R. E. Jacobson found time to talk about a lot of things not directly related to his immediate big store opening job.

"With our company," Jacobson said, "it is a fundamental attitude of mind that in our relations with employees, customers and the public, we not only must observe the Golden Rule but must recognize the company's social and civic responsibilities to the individuals and communities whose support and respect contributes to the company's success."

Jacobson recalled the many years of participation by individuals and groups in southern Oregon communities in various project activities sponsored by The Sears-Roebuck Foundation, a non-profit corporation endowed by the company to aid in the economic and social betterment of the American community.

Foundation's Activity
A recent survey showed that a major portion of the Foundation's activity is carried on in Oregon in cooperation with vocational divisions of the state department of public instruction, 4-H clubs,

and other educational, agricultural, and civic agencies.

Typical of the Sears Foundation program undertaken in cooperation with 79 high school departments in vocational agriculture in Oregon, are the beef, dairy, and sheep projects now being conducted at Central Point, Eagle Point, Phoenix, Grants Pass, and Illinois Valley.

With Sears Foundation funds each of the schools purchase a registered beef or dairy heifer, or a flock of sheep. The heifers and sheep go to Future Farmer boys who agree to care for the animals under the supervision of their instructors in vocational agriculture.

Returns Offspring
Each boy agrees to return the animal's first offspring to his Future Farmer of America chapter so it may be awarded to still another boy, thus lengthening the chain of property to aid in the economic and social betterment of the American community.

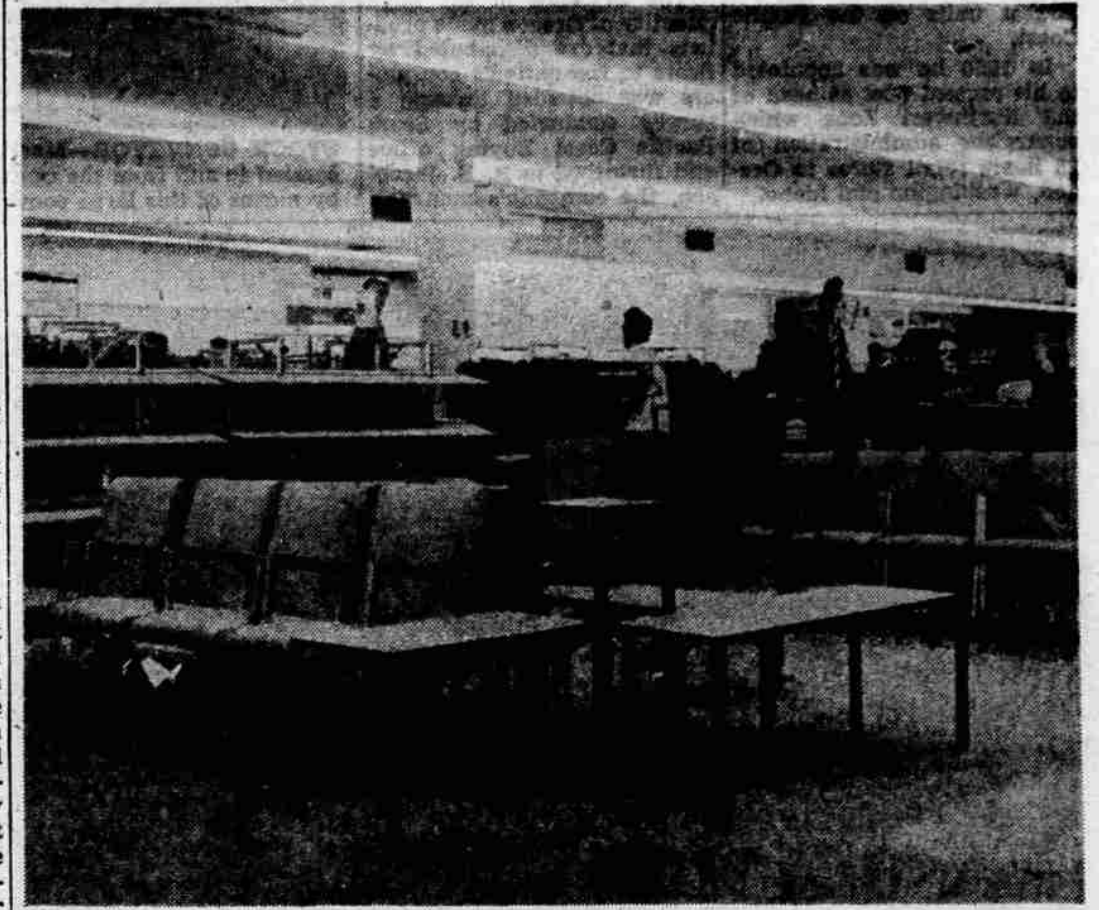
Another Sears Foundation sponsored program in Oregon which Jacobson called attention to is, the agricultural scholarship program at Ore-

gon State college. Since the program was started in 1940, the Foundation has invested \$33,114 to provide scholarships for 233 Oregon boys. Typical of the 14 boys holding these scholarships during the current school year were National FFA President Adin Hester and Robert E. Miller of Ashland.

Last fall, 15 Oregon churches received cash awards from the Foundation in the statewide Town and Country Church Improvement program sponsored in cooperation with the Oregon Council of Churches. Included in these winners were the Shan Creek Community church and the Wilderville Methodist church at Cave Junction.

Local Project Program

Almost \$300,000 has been expended on the local project program of the Foundation in Oregon since its inception in 1940. This does not include Oregon participation in such national programs sponsored by the Foundation as the National Grange Community Service program, Sears Merit scholarship program and the General Federation of Women's clubs "Build a Better Community" contest in which first prize of \$10,000 was won by St. Helens in 1958.



SHOE DEPARTMENT—The picture above shows only a small section of the large shoe department in the new Sears store that will open tomorrow. Shoes will be displayed on tables and racks in background. The section is fully carpeted.