

New Store to be Viewed by Public Thursday

SEARS & GREAT OPENING SET FOR 9:30 A. M.

BY LOIS STEWART

Gardenias to the ladies! With this gesture, which speaks deeply the policy of Sears, Roebuck and company, the new Klamath Falls store will open its doors at 9:30 o'clock Thursday morning welcoming the shoppers of the entire Klamath basin as its guests.

To the first 2000 women that step across the portals into the glistening new store, will be given gardenia corsages. They will be welcomed by T. R. Thompson, manager of the Klamath Falls store, who has asked Mayor Clifton Richmond to cut the satin ribbon which will mark the entrance of that great merchandising house of Sears, Roebuck and company into Klamath Falls.

Great Open House
More than 350 merchants, city officials and business men have been invited to the open house party which Sears officials are sponsoring at 4:30 o'clock until 6 o'clock Wednesday afternoon. They will see the store in its neat, tidy, complete appearance in the capacity as guests.

In Neat Array

Starting from what is called the second floor, (there is the first floor, the mezzanine and the second floor), we walked through aisles of smart new spring wearing apparel hanging row on row in neat array, or folded carefully on tables where shoppers can view the merchandise with ease. All the merchandise in Sears, by the way, is Spring, 1938! There is no feeling of winter in the atmosphere and you can find this out for yourselves on Thursday.

Model Kitchen
Right here, let us go into the kitchen problem a little deeper. There is a model kitchen there which will certainly make you take to pencil and paper and budget yourself right out of your old wood-work affair. This particular kitchen is lined with Searstyle (Sears tile, get it?) and it boasts of the grandest cupboard space, a sink that really is high enough, a glistening Coldspot refrigerator, an electric stove and more conveniences than you've seen outside of magazines in the home-making section. The flooring in this model kitchen unit is custom laid.

Exquisite Pottery
Down the steps to the mezzanine we stepped into an array of Capistrano pottery in the softest shades imaginable. Sears, according to Thompson, has chosen Capistrano pottery because it is the most complimentary pottery on the market today. It is more expressive of the times and the colors used in this particular pottery are of exquisite shades.

Along with the ray array of pottery there are also countless sets of china from which to choose, from fine dinnerware to breakfast sets.

Manager



—May King
T. R. Thompson

T. R. Thompson, manager of the new Sears, Roebuck and Co. store, opening tomorrow morning at 133 So. Eighth street, has been with the firm 19 years. Starting at an early age as a messenger in Sears mail order floor covering division he soon became stockman and after a series of promotions became buyer and advertising manager of that division.

When the company opened its first retail store in the middle-west Thompson was made field representative for the rug division. In 1931 he was appointed the parents department representative handling the rug lines in Philadelphia. In 1934 he moved to Boston and in early 1935 was transferred to the west coast in the same capacity.

A year later he was moved to the Seattle district office as assistant to S. W. Donogh, west coast field officer, which position he held until his promotion to the management of the company's new Klamath Falls unit opening Thursday morning.

enjoying the brooder and incubators.

Craftsman tools are the pride of Sears. There are small delicately fashioned tools and there are larger pieces of machinery. One of the windows which faces Eighth street is being used for a display of these famous tools.

We're not forgetting the departments which house the men's furnishings and the shelves that hold boy's clothes and equipment. The luggage department and the sections where one could find skis, skates, bicycles, radios, electric ranges, electric irons and the famous Coldspot refrigerator, were equally as interesting as the others which we visited.

We also were quite impressed with Thompson's offices which are fittingly paneled to fit into the scheme of southern Oregon.

Among the officials of Sears who are here for the opening is S. W. Donogh of Seattle, west coast field officer; J. J. Toomey of Seattle, assistant to Donogh; Charles Davies of Seattle, traveling auditor; Roy Carlson of Seattle, assistant to Toomey and in charge of shoe merchandising; J. L. Brannon of Seattle, assistant to Donogh; Roe Golsch of Seattle, merchandising assistant on large electrical appliances; Pat Barry, representative of the Pacific coast offices; Nathan Ash, west coast Sears fashion stylist and buyer with headquarters in Seattle, and others.

Thompson brought with him a group of key men and women including C. R. Hubbard, assistant manager, from Seattle; Stanley Pavish, Seattle, in charge of hardware and farm implements; Charles Heck of Aberdeen, men and boy's ready-to-wear; Price Sullivan of San Diego, in charge of large electrical appliances; Robert Eaton of Lewiston, Idaho, furniture, rugs and draperies; Ed Dorn of Tacoma, plumbing and heating department manager; Harold Lillegard of Aberdeen, shipping and receiving clerk; and Bob Vaughn, sporting goods and automobile accessories.

The woman is Mrs. Sophie Glazner of El Centro, Calif., audit clerk and a particularly important person with Sears.

We could go on for pages and pages, or rather for columns and columns but there should be something left for you to see yourself.

So you'll probably be wearing a gardenia Thursday anyway, if you're one of the lucky first 2000!

CHECK KEPT ON MERCHANDISE BY INSPECTION

Believe it or not—there is a Sears, Roebuck and company department whose employees buy steadily from the company's stores, takes the merchandise purchased back to their offices and proceed to tear it up.

The presence in an essentially constructive establishment of a "destruction department" might be inferred from their behavior. The department is actually called the Inspection department.

A closer "inspection" of what the inspection department does reveals that it is not as destructive as a bald statement of its activities would indicate. In fact, its ultimate function is a highly constructive one.

Through the working of the inspection department, the company is permitted the corrective processes of introspection. That is, it looks into itself and hears itself tick. If there is anything wrong about that tick, the inspection department is usually the first to discover it.

Trained shoppers of the inspection department are constantly buying at the company's retail stores; every detail of the retail service is under their steady scrutiny. They look for any possible lapses in the company's high standards of courtesy, efficiency, service and quality of merchandise. They compose one of the most valued adjuncts of the general merchandise department.

According to L. A. Bilger, supervisor of the shoe department at Sears, Roebuck & company, there are a few simple rules to follow in buying shoes that will save money as well as much discomfort.

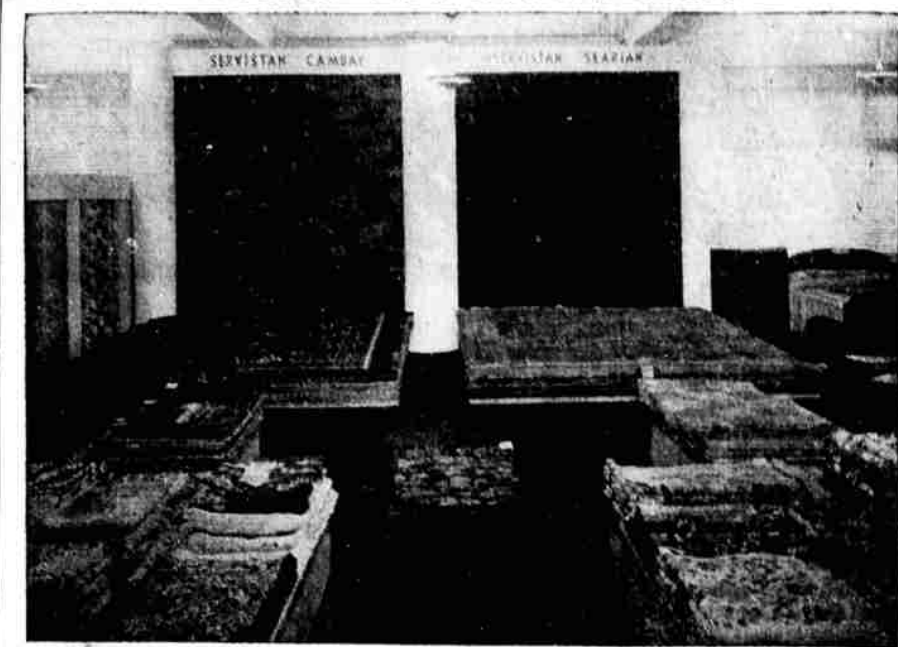
"In the majority of cases," said Bilger, "people experience foot trouble as the result of wearing shoes that are too short. Short shoes cramp, squeeze and push back the toes so that they are bound to be uncomfortable.

Therefore, there should always be plenty of space between the end of the big toe and the end of the shoe inside."

"If the toes are given plenty of room, troublesome corns and bunions can be avoided. It is equally important that the joint of the ball of the foot should rest at the widest part of the sole for it must assist the foot as a weight distributor and a support for the body."

Bilger stressed the fact that parents should be particularly careful to have their children properly fitted for growing feet can be easily harmed by improper shoes. Roominess is particularly essential and the toes should be broad, the soles both broad and flexible, and the material in shoes for very young children should be soft and pliable.

Interior View of New Store



A part of the floor covering department on the top floor of the new Sears store.

Foot Comfort Most Important Thing in Shoes, Says Expert

It takes only a few irritating working days, or two or three spoiled dancing parties, to convince the average person that foot comfort is the first thing to look for in buying shoes. No matter how stylish or long wearing a pair of shoes may be they are of little use if they cause annoying foot pains and various forms of foot trouble.

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BATTERY TROUBLE REASONS TOLD BY SEARS OFFICIALS

Sixty per cent of battery trouble is not real trouble at all, but only a condition due to constant discharge without the proper amount of recharging, according to Sears, Roebuck and Co. officials. Just like emptying a bottle of water, part may be taken out and part put back, but once more is taken out than is put in, the bottle is soon empty.

"A storage battery is very similar to such a bottle," they explained. "What is taken out must be put back in or the battery will be empty. A discharged battery may occur from either of two causes. First, there may be an electrical leakage or short circuit. Each switch acts as a valve and if the valve does not shut off completely and allows a little current to flow through, it will run down the battery in time.

"An easy test to determine if the electrical system is shorted or leaking is to disconnect one cable from the battery and insert a voltmeter between the battery terminal and the disconnected cable. This will not show a reading if the system is in proper condition, but if there is any path through which the current may leak, the voltmeter will register the amount."

Joe DiMaggio thinks he's worth \$30,000 to the New York Yankees this season. The Giants are sure of it.

RETAIL FIELD MAN HAS BUSY CAREER

Stanley W. Donogh, who as retail field officer of Sears, Roebuck and company's Pacific coast zone will supervise operations of the company's new Klamath Falls store, which is being opened to-



Stanley W. Donogh

After attending the University of California, Mr. Donogh in 1919 became a member of the firm of A. O. Donogh & Sons, Inc.

In 1925 he retired from the business to join the Doo Tee Corporation as president of the firm. Mr. Donogh became associated with Sears, Roebuck and company at San Francisco in January of 1931 after having spent nearly two years with Butler Brothers in the capacity of buyer. He served as a member of the district staff and in August of 1932 was appointed manager of the firm's Oakland, California, store.

In December of 1932 he was made Seattle district manager and in 1935 was made retail field officer of the Pacific coast zone, a retail operating unit embracing 22 stores including the Klamath Falls store, which is opening Thursday morning.

Torpedo and bombing planes have long formed an important part of our navy's air squadrons. They are the heaviest aircraft used aboard our carriers but, at the same time, are much smaller than those used under that designation in the army air corps.

Utilization of both stratosphere and sub-stratosphere for commercial flying promises imminent reality, in alliance with the emphasis trend of aviation interests during recent months toward high altitude transportation.

The Baltic Sea is the sixth largest sea in the world, and has an average depth of 122 feet.

MERCHANDISE GOES THROUGH RIGID TESTING

The scene is an ordinary looking hallway in the center of what is an ordinary looking door.

But the sounds issuing from the ordinary-looking door and echoing through the ordinary-looking hallway are neither ordinary nor very calm nor perhaps even respectable. There is a menace and lunacy in them.

"Look into that stocking! Tear that lingerie apart!"

A stranger unhappily wandering about the hallway would say that if this does not denote a madhouse, it must be a rehearsal of an old-fashioned melodrama of the days when dastardly things might be expected any time at the cross-roads. To make matters worse, other equally alarming vocalizations are coming from the room:

"Spank that pair of trousers 10,000 times!"

"Try to fade that silk!"

"Take a census of the threads in that linen!"

"Disintegrate that aluminum-ware and separate that separator!"

If this theoretical stranger happened to be a man of iron nerve, and decided to probe the madness and mystery running rampant inside and stepped into the room, his worst suspicions confirmed.

"Aha," he would say, "Just as I suspected—a torture chamber!" In a way he would be right. He would see rows of cruel and unusual looking machines committing vandalism on almost every species of fabric. He would hear awful whirs and buzzes and sizzlings. He would see inoffensive and useful articles undergoing acid baths. He would see extreme instances of flagellation. In short, he would see a torture chamber for merchandise.

That is exactly what the Sears, Roebuck and company testing laboratories happen to be.

In the testing laboratories, stockings are decidedly looked into. No part of them escapes the scrutiny of powerful microscopes and when it has been through the prescribed tests, a stocking holds no secrets from the examining expert. He has learned how many stitches it has to the square inch, how many pounds pressure it will stand at vital areas and all the intimate details connected with its knitting.

An actual spanking machine—called a Wear-O-Meter by the technicians works on trousers. Cloth that will take so many rubs is bound to wear so long. The whole thing is figured out. There is no guess work about it.

Other machines answer these questions: Is the fabric strong as it should be? Does it tear too easily? Will it stand pressure? Has it a well balanced construction? Is it waterproof? Is it absorbent? What is its weight? Is it fast to light? The tests that clinch proofs involve the consideration of such factors as time, temperature, humidity, tension, pressure, speed, elasticity and size of sample. Of course, they are worked out not merely for fabrics but for every kind of merchandise sold by Sears. Some tests doggedly run into months as for example the searching examination given electric refrigerators in which the hottest summer in a decade was used to test their operation under every conceivable adverse condition.

Washing machines undergo grueling marathons just as tires do. Electric sweepers cover miles and miles and gulp up tons of dirt before Sears will lend them its guarantee.

Not being able to command the weather, the laboratories use sun machines and rain machines. The guarantee must be protected and the guarantee, in turn, gives the customer the 100 per cent protection for his expenditure that he has learned to depend on at Sears.

Although the testing of materials that go into Sears merchandise is carried painstakingly through—sometimes all the way

Sears Man



—May King
C. R. Hubbard

C. R. Hubbard, assistant manager of the new Sears, Roebuck and Co. store at 133 S. Eighth street, joined the Sears retail organization in July of 1934 as manager of the furniture, rug and stove departments in the firm's San Luis Obispo, Calif., retail store, after serving as accountant, retail merchandising assistant and training counsel for various mercantile firms on the west coast.

He was promoted to the position of assistant manager and in November of 1934 was transferred to the company's Santa Barbara store in the same capacity. Then followed the Glendale store in September of 1935 and the Fullerton, Calif., store in April of 1936.

In September of 1936 he was transferred to the Pacific coast district office as assistant to T. R. Thompson on unit control work.

down to the atom—the big question that the laboratories must answer about every time is: "Will it give a 100 per cent measure of service?"

Functional testing at Sears is more important even than organic testing. The item must be made to work perfectly through every condition that its use by a customer might involve. The tester sees that it gets worse treatment than the most careless customer would give it. There is no pampering of merchandise in the laboratories. If it won't stand up—out it goes!

An interior department investigator, questioned about wire-tapping, insists he never spied on the president. Very confidential, indeed.

Speed continues to be the main objective in airplane design. According to present standards the virtue or desirability of any plane is directly measurable in miles an hour.

The U. S. House of Representatives passes an appropriation bill totaling less than budget estimates. Don't worry, the Senate will fix that.

Dispatches from Paris would indicate that what the French nation needs is a good cabinet-maker.

Concrete Materials,
Crushed Rock, Sand
Cement
for
**Sears, Roebuck
Co.**
New Store
Furnished By
J. M. Baker
Pelican City Road
Phone 1200

Here Are the Key Department Men at Sears, Roebuck and Co. Store

—Kennell-Ellis photos



ED. DORN
Plumbing



BOB VAUGHN
Sporting Goods and Autos



STANLEY PAVISH
Hardware and Implements



ROBERT EATON
Furniture, Rugs, Draperies



H. R. LILLEGARD
Shipping and Receiving Clerk



PRICE SULLIVAN
Electrical Appliances



CHARLES HECK
Men and Boys' Wear

We Feel
We Had a Part in the
**Business
Advancement**
of
KLAMATH FALLS
by
Hauling
MERCHANDISE
to the
SEARS, ROEBUCK
AND CO.
New Store
**City
Transfer**
620 Spring Phone 433