

SEARS, ROEBUCK TO OPEN RETAIL STORE TOMORROW

OAKLAND UNIT 350TH LINK OF CHAIN IN U. S.

Establishment to Remain Open 12 Hours for First Three Days of Life.

Doors of the new Sears, Roebuck retail store at Twenty-sixth and Telegraph avenues will be opened for the first time tomorrow at 9 a. m. Business will be conducted as usual during the three-day opening, tomorrow, Friday and Saturday, the only difference being that the store will remain open 12 hours from 9 a. m. to 9 p. m. each of the days.

Officials of the company from various sections of California will join with E. G. Harrison, manager, in formally opening the store, the latest unit in a chain of more than 350 retail stores throughout the country. In this group will be H. W. Kingsley, vice president and territorial manager; J. L. Guernsey, principal assistant to Kingsley; R. C. Hollister, district manager; and Captain R. Tingley.

The Sears, Roebuck stock will be displayed in the display for the first time, tomorrow, numbers 46,000 separate articles of merchandise and according to Harrison almost every country in the world has contributed to the new store's merchandise. Goods made in this part of the country comprise an important part of the stock he declares and wherever possible goods made in the Eastby are included.

AND HOME INDUSTRIES

"It is the company's policy, officials stated today in announcing plans, to encourage local industries and patronize local manufacturers as much as possible."

The basement of the store will be devoted to heavier merchandise such as automobile, camping and hardware supplies, while the first floor will feature yard goods, men's clothing, shoes, jewelry, drugs, luncheonette and smarter articles. The second floor will contain home furnishings, women's ready to wear millinery. On the third floor will be offices, general supplies. This floor will serve as the store's warehouse.

Here is the complete directory of the Sears, Roebuck retail store arranged by floors so that every visitor will know where to go and find the department or articles he or she desires.

Basement

—sporting goods, hardware, trunks and bags, electrical appliances, stoves, sewing machines, auto accessories, paints and oils, incubators and fence, electrical fixtures, dishes, furnaces and sinks, toys, wall paper, roofing, shrubbery and auto tires.

ARMY KEPT BUSY

First floor—stationery, jewelry, drugs, musical instruments, silks and wools, shoes, linens, shirts, ties, blankets, notions, men's furnishings, cotton goods, boys' clothing, men's clothing, radio, hosiery, candy, cigars, cigarettes and small leather goods.

Second floor—furniture, lamps, coats and dresses, corsets, infants' wear, rugs, linoleum and millinery. The whole personnel of the store, some 600 in number, will be the reception committee for the store opening and all employees will assist store executives and company officials in welcoming the Eastbay public.

New Store Represents \$1,000,000 Investment

Putting across the selling-over-the-counter idea is the hardest job in connection with the opening of the new Sears, Roebuck retail store here, in the opinion of E. G. Harrison, manager.

"The principal problem of the opening does not revolve around the details of assembling stock, getting the building ready in time, or a score of other things which naturally pertain to a store opening, but it is to get the people of metropolitan Oakland to understand that Sears, Roebuck and company is in the retail business and actually will sell goods 'over-the-counter,'" he declares.

In announcing the readiness of the store opening tomorrow in spite of the fact that there is plenty of hard work still to be done, Harrison said today:

FORTY-YEAR POLICY.

"I can understand why most persons do not realize that we sell goods over the counter. For 40 years Sears, Roebuck was a mail order house and sold goods exclusively by mail. However we have added to our mail business an entire retail division in which it is possible for the customer to examine the articles, buy them over the counter from competent clerks and take them home just as in any retail transaction."

"Sears, Roebuck company has invested \$1,000,000 in Oakland, and we have a retail department store here with modern facilities and adequate equipment for display in showrooms, on tables and on shelves. You can see why we, opening a fine modern department store, are more than anxious to kill any impression that it is a mail order branch or, in fact, anything but a retail department store."

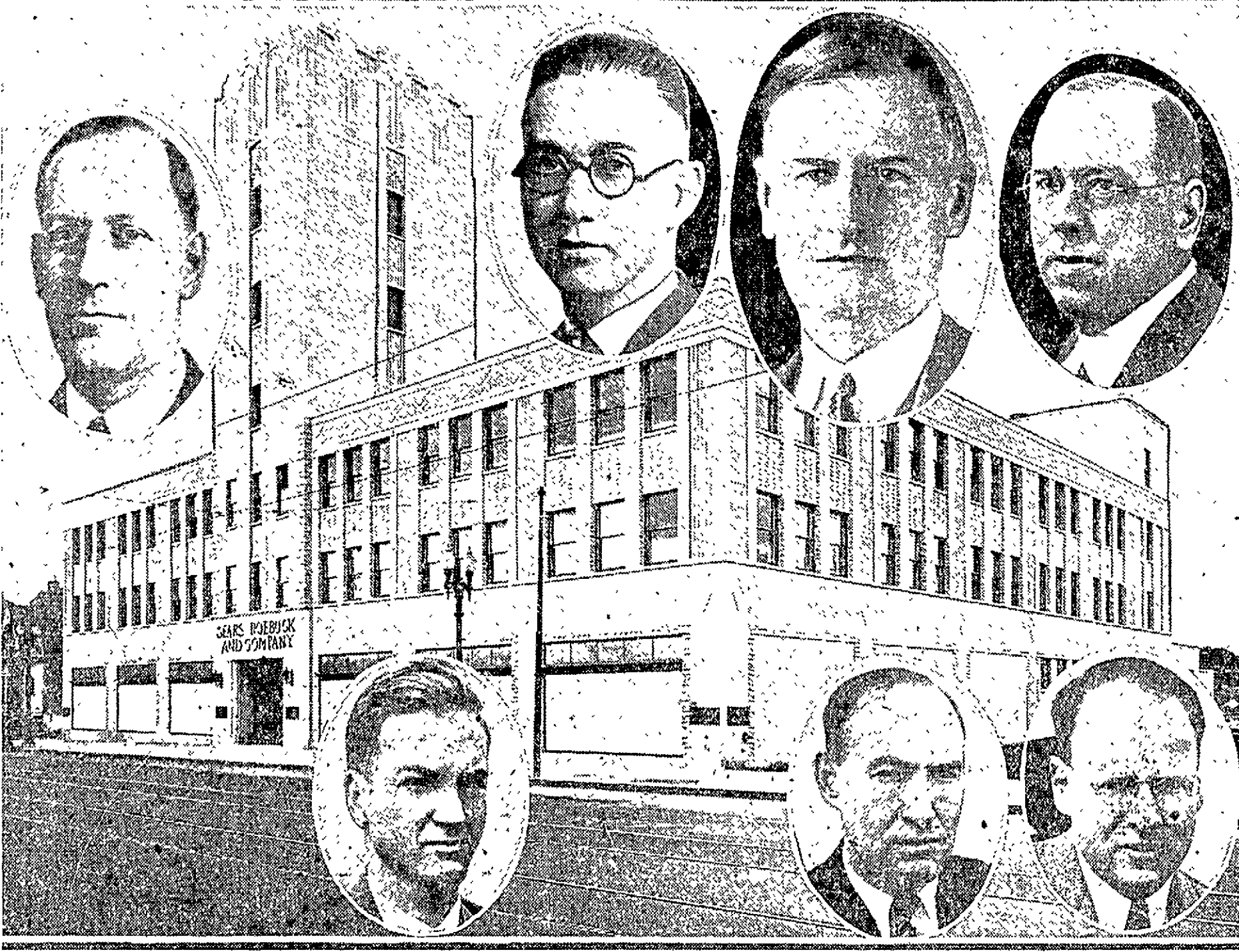
NEIGHBORHOOD CENTER.

"In addition to the customary department store equipment, our new store here has facilities that will make it a neighborhood center. There is free-parking for customers of the store—parking from which the menace of tags and time limits is eliminated. There are our rest rooms, our luncheonette and soda fountain and other facilities which we shall provide for the comfort and convenience of our customers."

Harrison, who comes here from managing the Sears, Roebuck retail store in San Diego for the past year, has been with the company for two years. He has devoted all

Oakland's Newest Retail Store Set for Opening Tomorrow

Sears, Roebuck and company will sell merchandise "over-the-counter" in the Eastbay tomorrow for the first time when the new store at Twenty-sixth and Telegraph avenues (shown below) is formally opened. A three-day opening tomorrow, Friday and Saturday, will feature the introduction of Sears-Roebuck to the community. The doors will open at 9 a. m. and close at 9 p. m. during this period. General R. E. Wood, president of the company, has put all arrangements in the hands of E. G. Harrison, manager, and western representatives. Officials of the new store and company include (insets left to right at top) H. W. KINGSLEY, vice-president in charge of western region; B. C. HOLLISTER, district manager; R. E. WOOD, president; E. G. HARRISON, manager of the local store, and below—J. J. TARPLEY, auditor; JERRY TOOMEY and R. M. STERN, merchandising managers of the Oakland store.



Huge Growth of Store's Business Is Pointed Out

World's Largest Chain Founded on Actual Figures, Says Local Manager.

"World's Largest Store" used to characterize Sears, Roebuck & Co. is not merely a trade mark. It is not a claim founded upon conjecture. The number of customers who buy every year from Sears, Roebuck & Co., and the amount of money that they spend with the company, have given the business magnitude that is correctly expressed by the title," according to E. G. Harrison, manager of the local retail store.

"There are more than 12,000,000 names of customers in the mail order files, representing people who buy regularly from Sears, Roebuck & Co. There is no other business in the world whose files have the names of 12,000,000 regular customers. Ten million more, it is estimated, buy in the company's retail stores."

"The total business of Sears, Roebuck & Co. for 1929 was \$443,452,840. In 1928, it was about \$347,000,000. The 42 years of the company's career shows an amazing development from a tiny mail order house in North Redwood, Minn., to the incorporation in 1895, when the sales amounted to \$500,000 and thence to the present annual total of more than \$443,000,000."

"To serve so many millions of customers, Sears, Roebuck & Co. has been obliged to buy in tremendous volume and this volume buying has been responsible for the low prices that have been for years associated with Sears, Roebuck & Co. merchandise. Because the company buys more goods from manufacturers than any other store, it is able to buy the goods at lower prices. This price advantage is passed on to its customers by Sears, Roebuck & Co."

Women's Apparel Line Is Completed

The lines of women's wearing apparel in the new store are complete in every way, says Miss Ruby Rucker, buyer for this department where women's dresses, house dresses and coats will be found. In the ready-to-wear and millinery departments, buyers of the company have been in New York for the last three weeks and have selected the newest models of dresses, coats and millinery for the store here. These garments were shipped direct from New York here this week, according to Miss Rucker.

BIG STRIDE IN MERCHANDISING

The coming of the Sears, Roebuck and Co. store to Oakland marks another step in the merchandising progress of the city, according to Herman Rittigstein of the Maiden Rittigstein company, which handled the transaction for the site at Twenty-sixth and Telegraph avenues.

"This is the largest department store site in the city of Oakland; there being more than 135,000 square feet of ground area," states Rittigstein.

Declaring that it is a distinct tribute to Oakland that Sears, Roebuck after an exhaustive survey of the cities of the Pacific coast selected Oakland as the location for one of their very important retail merchandising units, Rittigstein said:

"The site of the new Sears, Roebuck and Co. store was selected at Twenty-seventh and Telegraph avenue by Col. G. E. Humphrey and Lessing Rosenwald, directors of the company because, as they indicated to me, they regarded this location as one easily accessible to all parts of the city and outlying districts by street car, bus and automobile transportation."

"The particular site was selected by Colonel Humphrey after a personal study of the city. Further investigations were carried on by Humphrey in collaboration with Lessing Rosenwald, son of Julius Rosenwald, head of Sears, Roebuck and Co., who visited Oakland during the spring of 1929. Humphrey and Rosenwald then selected Maiden Rittigstein & Co. as their official representatives to collect the property and purchase the particular site for the store. It required a period of about five months to collect the 14 different parcels of property that were purchased for the new building site. Sufficient land was included in the purchase to provide free parking space for some 250 automobiles."

Increased Trading Area to Result

The trading area of Oakland will be increased considerably by the establishment of the new Sears, Roebuck & Company retail department store here, declares the management. Thousands who have traded with Sears, Roebuck & Company by mail will come to the city to see and buy the merchandise in the retail store, officials of the company contend. This has invariably been the case after the opening of a Sears, Roebuck & Company retail department store, the city's sphere of influence as a market has been enlarged and its general prosperity has been improved, they assert.

FREE PARKING LOT AT STORE

A free parking lot which will accommodate more than 300 cars at one time is one of the features of the Sears, Roebuck retail store which opens tomorrow at Twenty-sixth street and Telegraph avenue. Stalls have been marked off for the cars and the parking space is laid out in streets to avoid congestion when drivers are coming in and out of the field. It is estimated by officials of the company that a customer uses the parking space on the average of one hour while shopping in the store. This means that in the twelve-hour days of the three-day opening, a total of over one hundred thousand cars may be accommodated on the parking lot.

When this merchandising company first decided to locate a retail store in Oakland, one of the initial requirements for a site was sufficient additional space to provide free parking area for the automobiles of customers. The location at Twenty-sixth and Telegraph satisfied this requirement, it was announced. It was large enough for the department store structure and for an auto parking area as well.

This additional space, adjacent to the store, has been graded and covered with crushed rock which has been thoroughly rolled.

There is absolutely no obligation on the part of the customer to the company for the use of the parking space. It is free in every sense of the word. The customer is invited to leave his car there as long as he cares to," says Harrison.



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With All Good Wishes...

at Montgomery Ward & Co.,
are happy to add our word of
welcome to the greetings being
extended to Sears, Roebuck &
Co.

The addition of this splendid store to the merchandising structure of Oakland makes our city just that much stronger in its position as a shopping center for the vast bay region.

Our sincere congratulations on your fine establishment accompany our good wishes for the future.

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East 14th Street at 29th Avenue
OAKLAND

We Greet the New SEARS, ROEBUCK STORE

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420 15th St., Oakland