

SEARS, ROEBUCK CO. STORE HERE SOON

Lease First Floor and Basement
at 554 Central Avenue, in
McKillip Building

Sears, Roebuck and Co., will open a retail store in Highland Park this spring, C. B. Roberts, assistant vice-president of the company in charge of its central territory announced today.

Negotiations have been completed with George B. McKillip and William Harrison McKillip, trustees of the estate of Matthew McKillip, for the leasing of the first floor and basement of the building at 554 Central avenue which is owned by the estate.

The new store will carry automobile tires, tubes and accessories, batteries, hardware, radios, sporting goods, electrical appliances and equipment and paints.

The store will join a group of Sears, Roebuck retail units located in northern Illinois, northern Indiana and Wisconsin and operating under the management of E. P. Brooks of Chicago. Most of the stores in this district correspond in size and range of merchandise to the one planned for Highland Park.

Commenting on Mr. Roberts' announcement, District Manager Brooks said:

"We are more than pleased at the prospect of doing business in Highland Park. According to the findings of a rather comprehensive survey prepared by Sears, Roebuck experts, Highland Park has shown progress during the last decade as a business as well as an important residential center. Population between 1920 and 1930 increased almost one hundred per cent. We believe that predictions concerning its future prosperity may be safely made on the basis of its present and past conditions of economic stability.

"It is interesting to note that in Highland Park with a population of 12,203, there are 3,504 automobiles of which 378 are commercial cars. Despite the nearness of the city to LaSalle street, local banks have deposits of more than four and a half million dollars.

"Sears, Roebuck and Co., I can assure the residents of this city will do everything in its power to help in the progress of Highland Park. Complying with a policy that prevails in every city where we operate stores, practically all of the store's personnel will consist of local people. As far as possible, all of the materials and supplies used in the operation of the store will be purchased in Highland Park.

"It is our earnest desire to be considered an integral part of this city's business life and we are eager to participate in any movement designed in the interest of its welfare and prosperity."

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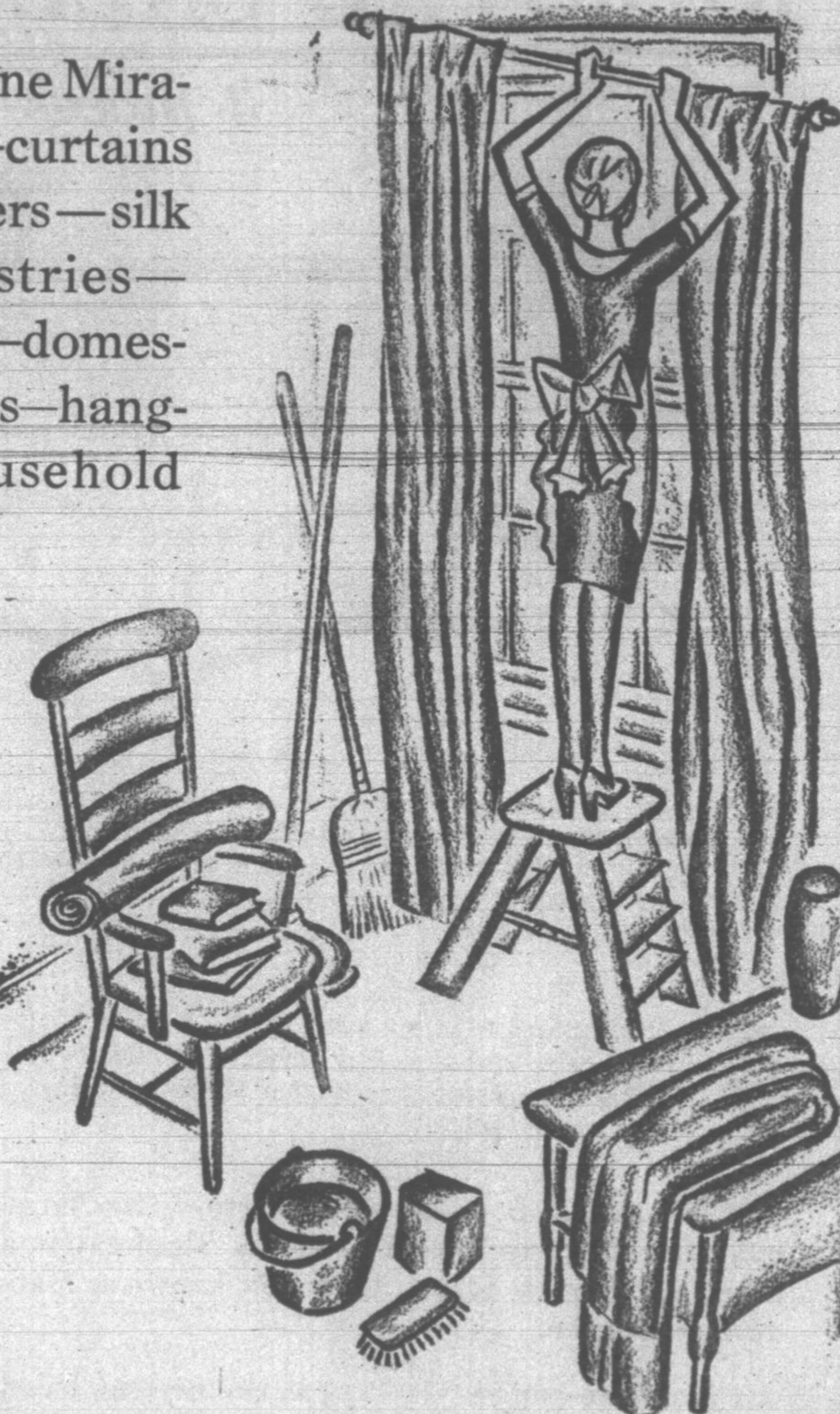
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