



THE NEW ROBERT HALL FAMILY CLOTHING CENTER is a one-floor, 8400 square feet structure of contemporary modern design. It includes an effective use of plate glass, cheerful color and the latest lighting facilities to create a spacious and pleasant atmosphere. Plus the comfort of air conditioning, the interior is equipped with every modern convenience to simplify family shopping in the easier, quicker, semi-self service way. The new super-sales room will be open from 9 A.M. to 9 P.M., Mondays thru Saturdays. A lot adjacent to the building will provide plenty of free parking space.

Robert Hall Opens 300th Store In North Section



BERNARD M. PEARL, MANAGER

Chairman Robert F. McAndrew, of the Board of Selectmen participated in the formal ribbon cutting ceremonies today, that officially opened the 300th Robert Hall family clothing center...conveniently located to serve Chelmsford and greater Lowell area on route 3, one mile north of Vinal Square.

Free gifts are being distributed to all who attend the opening-day festivities. Double orchid corsages go to the

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Robert Hall Store

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first 1000 women in the new salesroom. Magic all-purpose brushes are given to adults and teenagers; bags of candy and bright-colored balloons to children accompanied by adults.

Hourly awards are highlighting the Grand Opening Day. Each hour, from 12 noon until 9 P.M. closing, a fortunate man or woman is awarded a new Fall suit or coat of his (or her) choice. Any adult becomes eligible for this award simply by stopping in at the new Robert Hall clothing center and filling out an entry blank. One need not be present to win: Robert Hall will notify the winners.

The opening of the 300th Robert Hall clothing center sets off a gigantic nationwide, bargain jamboree celebration in all Robert Hall salesrooms from coast-to-coast.

The new Robert Hall clothing center, an 8400 square-foot contemporary modern structure, was designed by Lippincott and Margulies, industrial designers and creators of the interior of the world's first atomic-powered submarine, the Nautilus. A new and effective use of plate glass, bright colors and the latest lighting facilities create a spacious and cheerful atmosphere. Streamlined throughout, the new salesroom is an architectural contribution to the community, reflecting the modern American way of life.

The new clothing center is the 300th salesroom added to a coast-to-coast chain, which has been built on the now famous Robert Hall 'Low Overhead' policy. The first 'Low Overhead' salesroom opened in 1941 in Waterbury, Connecticut.

Robert Hall maintains its own manufacturing plants that tailor the men's suits sold only in Robert Hall salesrooms, thereby eliminating 'middle' man expenses.

Robert Hall is open 9 to 9 Mondays through Saturdays, enabling customers to shop the hours best suited to them. A lot adjacent to the building

provides plenty of free parking space.

Each Robert Hall salesroom is staffed from within the community it serves and takes on the personality of the neighborhood. In this way employees enjoy the benefits of working near their homes and customers are assured of friendly, helpful service.

The opening of the new Robert Hall clothing center thus contributes a number of full and part-time jobs in the area.

Bernard M. Pearl will preside as Manager of the new Robert Hall family clothing center opening November 19th in North Chelmsford, at 210 Tyngsboro Road at Wood Street.

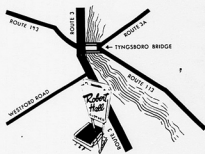
Mr. Pearl joined the Robert Hall organization in 1958 and was previously with the firm's salesroom in Saugus, Mass.

THURSDAY



the 300th
Robert Hall
family
clothing
center
opens in
N. Chelmsford

serving the
Lowell area... on route 3,
two miles south of Tyngsboro bridge



Free.. VALUABLE PRIZES!
THURSDAY ONLY!

A LADY'S OR MAN'S COAT OR SUIT AWARDED EVERY HOUR
ON THE HOUR FROM 12 NOON UNTIL 9 P.M. CLOSING!

Just come to the new Robert Hall clothing center
and fill out an entry blank. You needn't be present
for the award... we'll notify the winners!

No purchase necessary!

**Free.. AN EXQUISITE
DOUBLE ORCHID**

**CORSAGE TO THE FIRST
1000 WOMEN IN OUR SALEROOM!**



Beautiful "Vanda"
orchid corsages
freshly flown
from Hawaii, just
a few hours before
you receive them!
Be at ROBERT HALL
early tomorrow
for yours!

Free..

- Magic all-purpose brushes for men, women and teenagers
- Bags of tasty candy treats for children accompanied by adults
- Gay colorful balloons for toddlers accompanied by adults!

ROBERT HALL KEEPS GROWING... THANKS TO THRIFT-MINDED AMERICAN FAMILIES!

We began just 18 years ago with one store—and the idea we could bring down the cost of clothing by eliminating unnecessary overhead expenses. No high rents, no fancy fixtures, no costly show windows, no interior displays, no plush furnishings—nothing to boost prices... you save the difference! We save on overhead—you save on clothing! Pay cash, pay less!

We grew because our "Low Overhead" policy won a tremendous vote of confidence from millions of thrift-minded American families from coast-to-coast! We keep growing because every day thousands more satisfied customers discover that their clothing-dollar buys more at Robert Hall... that they can dress better for less the "Low Overhead" way.

We're here backed by nation-wide references built on 18 years of reliable service! Your sparkling new Robert Hall family clothing center is staffed by your friends and neighbors—ready to give you the friendly service that makes shopping a pleasure. And, it's brimming with newest fashions for men, women and children—at wonderful low prices that make buying a thrilling new experience in thrift. Come in... bring the family! Don't miss our exciting 3-day opening party!

3-DAY OPENING PARTY... THURSDAY, FRIDAY AND SATURDAY!

Robert Hall Clothes, Inc. (from Wikipedia)

Robert Hall Clothes, Inc., popularly known as **Robert Hall**, was an [American](#) retailer that flourished circa 1938–1977. Based in [Connecticut](#), its warehouse-like stores were mostly concentrated in the [New York](#), [Chicago](#) and [Los Angeles](#) metropolitan areas. According to a *Time* magazine story in 1949, the corporate name was an invention. The founder and head was garment merchant Jacob Schwab, who "plucked the name out of the air."^[2] It started as a single store in [Waterbury, Connecticut](#) in 1937.^[2]

History

In 1937, the company opened as a single store in Waterbury, Connecticut. It gradually expanded to over 350 warehouse-like outlets, based in 36 states. All through the mid-1950s, the Robert Hall shop launched on 2725 5th St. Ave. in Huntington. The company already has retail facilities in Portsmouth, Ohio and Morgantown.^[4]

Robert Hall produced its clothing in the U.S. mostly the lower Hudson Valley near Poughkeepsie and in North Carolina. Ultimately the offshoring of clothing production in the 1970s doomed the company when it failed to follow suit and was undercut by retailers like K-Mart and other similar department stores. These competitors offered only "ready to wear" garments (made in various sizes), whereas Robert Hall offered tailoring and customer services to assure customers that the affordable garments they purchased actually fit them and could last a lifetime.

In July 1977, after losing more than \$100 million in three years, the company entered bankruptcy proceedings. In summer 1977, all 367 Robert Hall stores were sold for \$35 million. In 1982, Jacob Schwab died at the age of 90 in Manhattan.^[5]

Sales

Robert Hall pioneered low-overhead, large-facility ("big box") merchandising, and combined inexpensively made goods with extensive radio and television advertising. Many Americans who grew up in the 1950s and '60s recall the commercial jingles. ("When the values go up up up/And the prices go down down down/Robert Hall this season/Will show you the reason/High quality - economy.")

The company also operated outlets of Robert Hall Village,^[6] where Robert Hall clothing was sold alongside other merchandise in stores of approximately 120,000 ft² in what's considered one of the forerunners of the discount superstore concept. Non-clothing retail areas were leased to other companies.^[7]

Bankruptcy

In July 1977, Robert Hall's parent company, United Merchants and Manufacturers, filed for [bankruptcy](#) citing losses in the Robert Hall chain. All 366 Robert Hall stores were closed and inventory was auctioned off.^[8] The Robert Hall business was purchased from the UMM bankruptcy by Steven Watstein, who managed to do it with its own assets then liquidated it.^[9]

This is the last advertisement posted in the Newsweekly, December 5, 1974. The property was sold by Temple Emanu-El of Yonkers on May 24, 1976 to Chelmsford Associates.

America's Largest

Clothing Chain

Open
every night
'til 9:30



ROBERT HALL CLOTHES

210 TYNGSBORO ROAD • NORTH CHELMSFORD, MASS.

251-3303

210 Tyngsboro Road, JDM Company, Inc. (Water Purification) in 2021 on Google Earth

