

T **NEW CHAIN
GROCERY IS
FORMED HERE**

**Emil A. Hagstrom, Founder
Of Mutual Stores, Heads
\$1,000,000 Corporation**

Formation of a new \$1,000,000 chain store grocery company in Oakland was announced today by Emil A. Hagstrom, millionaire founder of the Mutual Stores here in 1917, and more recently manager of the Oakland division of the MacMarr stores.

Articles of incorporation for the organization, to be known as Hagstrom Food Stores, are to be filed in Sacramento within a few days, Hagstrom said.

The concern will begin operations with ten or twelve neighborhood stores in Oakland by the middle of May, he said, expending \$500,000 of the \$1,000,000 capitalization for the initial entry into the field.

Hagstrom returned from Europe to his home at 30 La Salle avenue, Piedmont, only last week, and began at once to formulate plans for the chain system which will bear his name.

Hagstrom said four Oakland chain-store officials will engage in the new enterprise with him. They are: W. B. Rosemond, who will serve as sales manager; Michael McCarthy, office manager; James Stockholm, buyer, and Walter Sandall, assistant to Rosemond. Hagstrom is to be president of the concern.

Fifteen years ago Hagstrom founded the old Mutual Stores here, building the organization to 300 stores before selling out to MacMarr Stores in May, 1929.

Hagstrom is negotiating for commissary headquarters for the new chain, he stated, and expects to have them available within a short time.