



David McCaulou – Dominating Local Retail

By Cathy Tyson

Harken back to 1963, “Petticoat Junction” made its television debut, John F. Kennedy was President and Jack Nicklaus won the Masters. Lafayette, California was the land of opportunity, anything was possible. That’s the year a young David R. McCaulou opened the first McCaulou’s department store in the main Lafayette shopping center along Mt. Diablo Boulevard. It did so well, he opened his second store in Moraga. He must be doing something right; it’s been forty-four years since that first store opened, and his retail empire has grown and prospered.

Now in his seventh decade, Mr. Caulou is still hard at work. “People ask me how come you don’t play golf? I tell them I play ‘store.’” When asked about possible retirement, he says, “I have too much to do, we’re always ex-

panding or remodeling.”

Now he operates 17 stores, including 9 McCaulou’s outlets; in addition to the three in Lamorinda, there are stores in Napa, Sonoma, Danville, Montclair, Walnut Creek and Concord. Rounding out his retail stores are Madison in Lafayette and Montclair Village and Hollyhock in Orinda and Sonoma along with two David M. Brian stores, one in Walnut Creek and one in Greenbrae. Finally, Bancroft Clothing Co. which has internet sales as well as a large retail space is run by son David B. McCaulou, who goes by ‘Dave.’ Daughter Nancy is the children’s buyer for all the stores. Even the grandchildren help out occasionally in the summer.

The one thing you won’t find in any of the stores is Stanford merchandise. Founder

David R. McCaulou went to high school in Oakland and college at U.C. Berkeley. In most McCaulou’s there’s a collection of Cal wear, along with a selection of clothing for the whole family – the original intent from the very first store on.

When asked to what he attributes his success, Mr. McCaulou replies, “...a spirit of teamwork, the ability to detect what the customer wants and a level of service that people expect.”

The McCaulou family is an integral part of Lamorinda. David R. McCaulou still lives in the area, his kids, who are now all grown up, went to school at Sleepy Hollow, O.I.S and Miramonte. Daughter Nancy and son David B. still live in the area.



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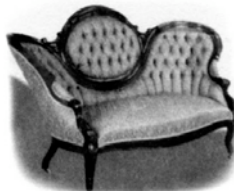
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