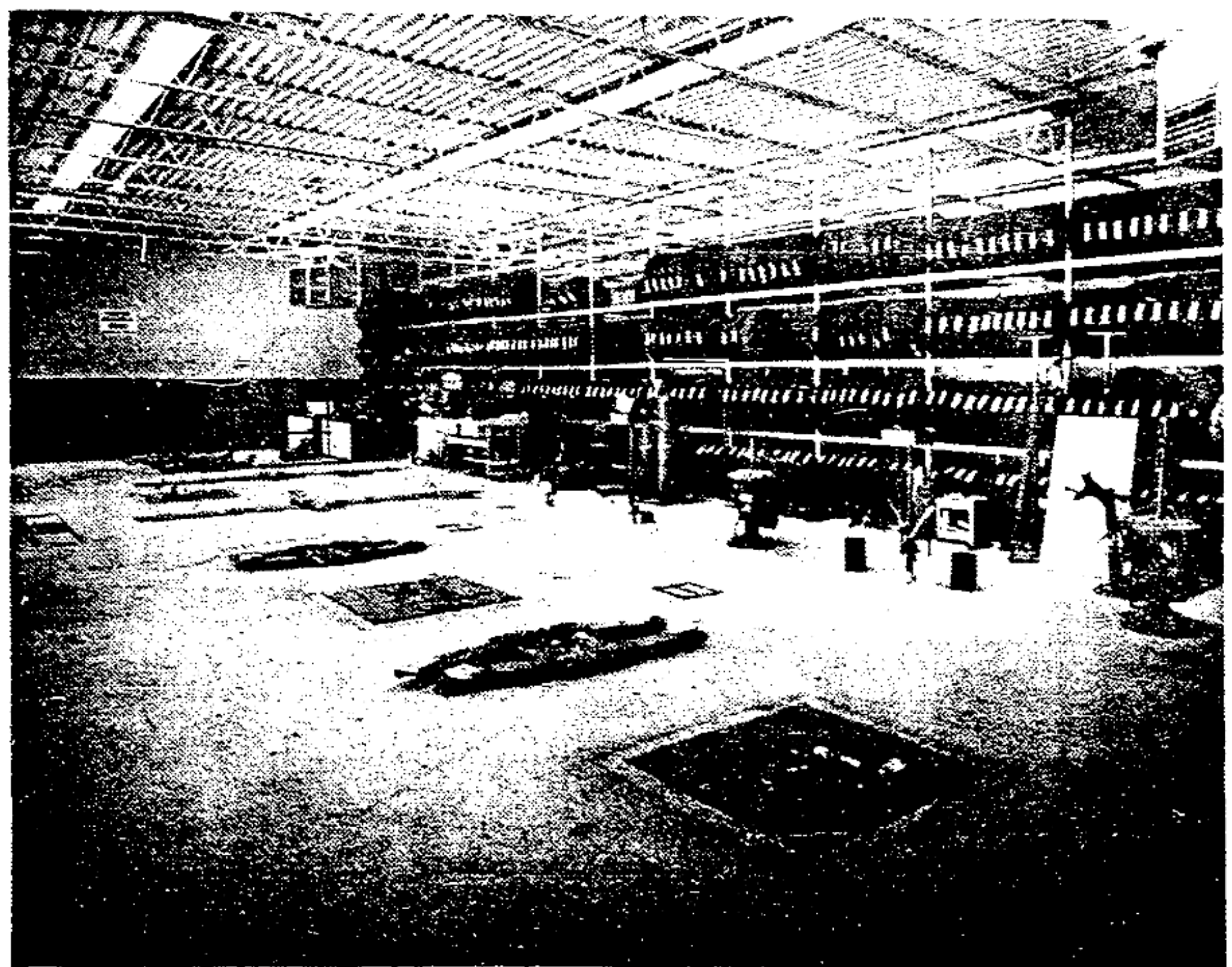




Springfield's K-Mart Plaza On Clear Lake Ave.



K-mart's automotive division includes six service bays for complete front-end suspension work, and installation

of brakes, mufflers, tail pipes, shock absorbers, seat covers and radios.

Tires For All Cars

The K-mart probably has the largest tire stock in Springfield, according to David Newman, the store's automotive department manager.

He said the department's stock of 3,500 tires will provide a full line for American and foreign cars. The department is handling Fisk tires, which Newman believes is the oldest name in the industry.

The department has installed the latest lift equipment in its six service bays. Newman said the equipment will allow installation of as many as 200 tires daily.

Newman said the service division will also provide complete front-end suspension work, and installation of brakes, mufflers, tail pipes, shock absorbers, seat covers and radios.

Shop foreman is Fred Sonneborn, 227 W. Cedar St. Sonneborn had operated a service station at Spring and Scarritt Streets for the past four years.

K-mart's automotive department also has stocked some 4,500 accessory items ranging from voltage regulators, fuel pumps, major brand oil filters and air cleaners, instruments and gauges to a num-



David Newman is manager of the automotive department.

ber of types of oil and waxes and other auto chemicals.

Newman said seat covers to fit about 90 per cent of American-made cars are available in a wide variety of colors. The department has stocked Motorola radios for most cars.

Newman said all items can be purchased with no money down and 24 months to pay.

About 20 employees will be on hand to serve customers in the automotive department.

Plumbing Contractor Important

The important parts of a watch are within the case, not in the face design.

Similarly, the important working parts of a plumbing system are hidden behind plaster and under the floor.

It is because the vital part of the plumbing system is concealed, says the Plumbing-Heating-Cooling Information Bureau, that the selection of a plumbing contractor becomes so important for the safe and trouble-free performance of the entire installation.

But aside from the basic structure of the installation, says the bureau, it is a good idea to consult a reputable plumbing contractor before the plans for a new house reach the final blueprint stage. This talk will give the prospective builder invaluable information on the selection of fixtures, piping materials, and the planning and arrangement of the fixtures.

Additionally, he can plan with you to allow for future expansion of water needs—to assure, for example, that your home will always have sufficient water pressure.

Having obtained such basic information, the prospective builder should then visit a showroom of the contractor or wholesaler where he can see the styling of modern fixtures and compare the many beautiful colors available.

Intensive Training Program

Because the S. S. Kresge Co. believes good service to the community depends upon good store management, it follows an intensive training program that enables every Kresge man, whether assigned to a Kresge variety or K-mart discount store, to gain a rich background in merchandising even before he becomes a store manager.

SUCH MEN as Howard C. Twietmeyer, manager of the new K-mart store in K-mart Plaza, Springfield, and his staff of assistants can rightfully be called specialists in their field.

From the time he joins the Kresge Co., the new man is placed in training and is encouraged to develop individual abilities. Because he works up through the ranks, every Kresge executive, whether manager, district manager or president, knows the public he serves and has experienced every phase of merchandising.

Through a concentrated training program which begins in the stockroom, new personnel are thoroughly versed in merchandising, the firm's suppliers, selling prices, freight carriers, classification of merchandise and effective display methods. This training program always includes periods of service in many different Kresge variety-department or K-mart discount department stores.

UPON PROMOTION, first to junior assistant, then assistant, and later senior assistant manager, the young man becomes familiar with buying, display methods, sales supervision, company policies and customer and employee relations. He assists in selecting and training personnel and learns office procedure and the general management of a store.

As a full-fledged store manager, he is practically in business for himself and manages a large investment of thousands of dollars. He becomes an important figure in his community and is encouraged by the company to actively participate in community affairs and join local organizations.

STORE MANAGEMENT also represents the threshold of an executive career for men with definite merchandising ability. Managers with outstanding records are selected for promotion to district managers, supervising approximately 20 stores each. Many of these men go on to executive positions in the firm's national headquarters in Detroit, Mich., or in the five regional offices in New York, Detroit, Atlanta, Chicago, and Los Angeles.



Manager

Howard C. Twietmeyer has been named manager of the new K-mart discount department store opening here Monday. He brings many years of merchandising and retailing experience to his new position.

Born in Danville, Twietmeyer joined the Kresge organization in 1940. His company training program took him to units in St. Louis, Mo., Chicago and Oak Park, and Minneapolis, Minn.

He was named manager of his first store in 1951 at Atchison, Kan. Prior to his appointment as a district manager in 1955, he also managed stores in Milwaukee, Wis. and Chicago.

A veteran of World War II, Twietmeyer has a record of three years service with the United States Navy.

Check-Out Operation Described

"Our new K-mart store in K-mart Plaza features an efficient new check-out system," says Howard C. Twietmeyer, store manager.

In a check-out operation, customers do their shopping throughout the store using carts to carry their selections to one of several check-out counters where they pay for or charge all items at one time.

"There are many advantages to the check-out type of operation," manager Twietmeyer said. "The customer pays only once and saves much time by not having to fumble for change and pay for purchases at each counter."

The K-mart store calls itself a "self-service" department store; however, service is available throughout all departments and each customer is given all of the service he wants.

At counters where special services are required, personnel are stationed behind the counters instead of in the aisles.

Automatic change - computing cash registers are used exclusively in all K-mart stores, and the customer is given a tape on which costs are itemized and correct change is mechanically figured.

"We have confidence in the future of Springfield which is proved by the opening of our K-mart store here. We are happy to be able to give this growing community's shoppers something new and efficient in the field of retailing," Twietmeyer said.

"Our quality and name brand merchandise, in addition to our customer service will make shopping at the K-mart store a pleasure for every member of the family," he concluded.

Hazard Hatches In The Basement

NEW YORK (UPI) — Too many basements are nothing but hatches for hazards reports the Insurance Information Institute.

That's where old paint is usually stashed—along with old paint rags. If you must save paint, make sure the cans are tightly covered and away from heating plants, the institute said. And don't save old paint rags.

K-Mart Plaza Opens Monday

The first unit of the new nationwide K-mart chain in the Springfield area will open Monday in K-mart Plaza, Clear Lake Ave. K-mart is a division of the S. S. Kresge Co., one of the world's largest variety-department store chains.

Doors will swing open following the traditional ribbon cutting at 10 a.m. Monday.

The K-mart is a large, single-floor structure of 110,967 square feet, with about 1000 free parking spaces surrounding the store.

In announcing the opening of the new K-mart, Harry B. Cunningham, president of Kresge's, said that the Springfield site was selected for the new store because the company has confidence in the future growth of Springfield and its surrounding area.

"We are happy to bring to the people of this growing city something new in retailing. K-mart will offer all the economies that mass merchandising can produce, plus quality that is guaranteed, friendly service here needed, and a tradition of integrity," said Cunningham.

Howard C. Twietmeyer, manager of the unit, states that the new store employs more than 175 local people. Manager Twietmeyer, who was formerly a Kresge district manager, was appointed to his present position in January, 1963. He has worked closely with the company's home office in readying the new store for its opening.

Although K-mart is termed a self-service operation, personalized service will be available throughout its 40 departments. In addition, complete credit services will be offered through the Kresge Thrifty-Charge Plan. Current Kresge

charge account customers will have automatic charge privileges at K-mart.

Among the departments in the store will be women's fashions, children's and infants' wear, men's and boys' wear, shoes, millinery, cosmetics, major appliances, tv., stereo and radio, jewelry, housewares, hardware, linens, fabrics, auto accessories, photographic equipment, sporting goods, luggage, toys, records, books, stationery, a delicatessen, and many others. In addition, there will be an auto service center and a patio shop. Future plans call for a complete supermarket.

The one story structure features functional, modern brick construction with a wide expanse of visual panels across the front and a storm vestibule for convenient entry and exit. The huge K-mart sign stands out with its large red "K" and complementary blue "mart."

Shopping carts and metal baskets will make shopping quick and convenient for the customer. A self-service snack bar with table facilities will be provided for the shopper's convenience. Twelve check-out stations equipped with automatic change-computing cash registers will enable traffic to move smoothly and efficiently.

Founded in 1899, Kresge has expanded rapidly in recent years. Besides the variety store and K-mart divisions, the company also operates a Jupiter division consisting of limited selection discount stores.

They are currently over 729 units in the United States, 102 in Canada and four in Puerto Rico. The operations of the huge chain are directed from Kresge's executive and buying offices in Detroit, Kresge Mich.

Another Giant Step

Kresge's Growth Marked By Dynamic Leadership

The opening of the first units in its chain of K-mart discount

department stores marks another giant step by the S. S. Kresge Co., one of the world's largest retail variety-department store chains. Now in its 64th year of business, the Kresge company is still a young and growing concern as indicated by its entry into discount operations. The success story of the company, however, is really the success story of a farm boy from Pennsylvania who rose to establish and direct a variety store empire.

Sebastian Sperring Kresge, founder of the chain and still active at age 95 as chairman of the board of directors, laid the cornerstone of this retail empire in 1899 when he acquired sole ownership of the store from his partner in a Detroit variety store operation. By 1912 the chain had grown to 85 stores and was incorporated as the S. S. Kresge Co. The business continued to expand and expanded into Canada in 1929 and into Puerto Rico in 1959. Today there are over 800 Kresge stores in 42 states coast to coast, in Canada and Puerto Rico. And now another milestone is added by the development of the K-mart division.

A KEY FIGURE behind Kresge's dynamic expansion into discount operations is the president and chief executive officer, Harry B. Cunningham, who has been associated with the firm more than 35 years. Joining the company in 1928, Cunningham then spent nine years learning every phase of actual store operation in various Kresge units in Washington, D.C., New York, Michigan, Indiana and West Virginia. He rose rapidly through the company's executive ranks after his appointment to the assistant sales manager's post in 1950. He became a member of the board of directors in 1956 and a general vice president in 1957. In 1959 at age 51, he was named president of the company and is the youngest man to occupy the chief executive's office in the firm's history, with the exception of the company's founder.

In commenting upon the firm's decision to enter the discount department store field, Cunningham said: "Intensive research of discount operations has convinced us that this type of retailing will become increasingly important in higher ticket merchandising. It embodies most of the basic low-cost principles that variety stores pioneered many years ago and have recently extended to higher-



S. S. KRESGE



H. B. CUNNINGHAM

priced lines with the advent of self-service operations."

A SIGN OVER the first Kresge store read "Nothing over 10 cents in store." Today, however, with the entry into discount department store operations plus the wide range of merchandise now carried by the Kresge variety stores, the price range knows no limits. No matter how much the price range of merchandise has changed in Kresge stores, one thing that will never change is the quality standards that have been built into Kresge operations during the past 64 years. K-mart shoppers will find this same high quality in merchandise — a quality standard that has contributed to the outstanding success of all Kresge stores throughout the United States, Canada and Puerto Rico.

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Shoppers Offered K-Mart Credit

A shopping list for the average American family might read: something like this: automatic washer; hat for mother; new suit for dad; school clothes for kids; draperies for living room; paint for basement.

Shoppers at the new K-mart discount department store located in K-mart Plaza, Springfield, will find all these items plus thousands of others at low, low prices in the more than 40 departments of the store.

Furthermore, quality is not sacrificed for price in K-mart merchandise. Name brand and first quality merchandise is the byword at K-mart. In addition, customer

services not usually found in this type of retail operation will be available at K-mart.

An important service that K-mart will offer to its customers is credit. In K-mart, a division of the S. S. Kresge Co., the Kresge charge plan will be available. The credit plan offers the customer a choice of either a regular 30-day charge account or a modest monthly payment plan. Alphabetical cycle billing is used to provide prompt and efficient servicing of accounts. Current Kresge charge customers will have automatic credit privileges at the K-mart unit. Other qualified persons may apply for an account at the store.



Vice President

C. Lloyd Hobe is vice president in charge of K-mart and Jupiter operations for the S. S. Kresge Co. and has been working closely with the team of regional and district managers in readying the new K-mart for its opening here Monday. Since joining the company in 1923, Hobe spent 10 years as a store manager and seven years as superintendent of stores. He was assistant regional manager of the old Chicago district and was named midwestern regional manager in 1955. Hobe was elected to the board of directors of the company in 1958. Prior to his most recent appointment as head of K-mart and Jupiter, he was central regional manager for the firm. He assumed his present assignment in October 1961.

Division Plans Wide Expansion

Expansion plans for the K-mart in 1963, with more planned for division of the S. S. Kresge Co. in 1964.

Cunningham declined to predict the eventual size of the K-mart division, which is headed by Vice President C. L. Hobe, but indicated that negotiations are progressing for many more units to open in 1964 and later. K-marts currently are operating in Michigan, Illinois, California, Tennessee, Indiana, Texas and South Carolina. Locations in 11 more states and Canada open this year.

Today there are 729 Kresge stores in 42 states, 102 in Canada and four in Puerto Rico, a total of 835.



Jewelry Department Features Fine Gifts

The jewelry departments in all K-mart stores feature fine gifts, smart costume jewelry, clocks and other special home accessories in addition to watches, diamond rings and other precious-stone jewelry. The K-mart jewelry sections stand out as places where

top quality, name brand items are offered at discount prices. Whether you're looking for a gift or a trinket for yourself, stop at the jewelry counters and look at the fine selections.