

The perfect way to complete an outfit is to select fashion accessories from the wide assortment of millinery, handbags and gloves featured in K-mart stores. The most advanced styles and colors are available. Distinctive fashion accessories at modest prices are the hallmark of K-mart millinery departments.

Kresge President Worked His Way Up In The Company

Back when the S. S. Kresge Company was still in the dime-store business, an angry complaint was lodged in the new store in Grosse Pointe, that fashionable suburb of Detroit.

The complaint started a chain of events that indirectly led to the founding of K-marts, those highly successful family shopping plazas that gave the Kresge Company one of the biggest percentage sales increases of all national retailers in any field in 1963.

THE COMPLAINANT was a well-dressed young customer who angrily showed the store manager a list of eight items he couldn't find — but that were in the Kresge store in downtown Detroit.

The manager persuaded the customer to let him have the list. Later that day, the manager sent downtown for the items, then delivered them personally to the customer's home.

A small incident, seemingly the sale involved only pennies, and, all considered, a loss. But it is worth relating because the store manager was Harry Blair Cunningham.

CUNNINGHAM IS president of the S. S. Kresge Company. He has been since 1959. In that role, Cunningham has successfully led the company and its 37,000 employees into new fields of merchandising.

The incident back in 1940 and what Cunningham did about it after making the delivery is a key to his personal and business philosophy



CLYDE K. BOWLES

Manager Oversees Operation

Clyde K. Bowles is manager of the region which oversees operations at the new K-mart store in Springfield, opening Thursday.

Bowles heads the midwestern region out of Chicago that covers Kresge stores scattered across the Midwest. He assumed the position in January, 1963, following over two years as manager of Kresge's western region.

Since joining the company in 1931, Bowles spent 17 years in different phases of store management before his appointment to superintendent of stores in 1950. Five years later he was promoted to assistant to the company president and was the Kresge buyer for stationery and party goods from 1957 to 1960.

From the first Kresge store established in 1899, the company has expanded across the country from coast to coast, throughout Canada, down to the Gulf of Mexico, and into Puerto Rico.



H. B. CUNNINGHAM

and hence to his strength as an executive.

HE LIKES PEOPLE. He is keen to what motivates them and how this can make for more effective personnel and happier customers.

"Retailing success," Cunningham said recently, "depends on the ability of the store personnel to create a pleasant buying atmosphere for the customer."

"In a broader sense," he added, "success as a person and success in life stem from the same thing—the ability to bring something extra to dealings with your friends, your acquaintances and to every task you undertake."

But back to 1940 and the incident of the irate customer.

Cunningham looked on the incident as one customer putting into words what, perhaps, many customers felt. So he had all of the store's sales people ask customers if there was something they wanted but couldn't find. Each evening Cunningham compiled the answers.

THE RESULT? A very successful store that brought him to the attention of top-rung management. From that time on his rise was spectacular.

He was assistant sales director in 1951 when he helped pioneer the checkout system in the variety chain field. He was made sales director for the entire company in 1953. The next year, at 46 years old, he was invited to sit as a non-voting contributor at board of director meetings.

Kresge's top management had been watching the checkout experiment's success with keen interest. They planned to expand in that direction. They began to make decisions that finally resulted in K-marts.

LEADERSHIP IN executing

Stocking Continues At New K-Mart

Stocking of the mammoth new K-mart family discount-department store at 419 E. Adams started last week and will continue until opening day, Thursday, according to Phillip C. McGarvey, manager of the new store.

As the big vans of top-quality merchandise arrive, McGarvey supervises their uncrating and distribution on shelves and counters in the store. The K-mart has the space of 600 average living rooms.

The merchandise includes carloads of every necessity and most luxuries for modern family living — tv sets, furni-

ture, men's, women's and children's clothing, sporting goods and even food for the customer cafeteria.

Most of the approximately 150 permanent job openings at the store have been filled, McGarvey explained, but applicants are still being interviewed.

The store is one of 32 new K-marts being opened this year by the S. S. Kresge Co. At the beginning of this year, Kresge's had 53 K-marts in operation. Plans for expansion in the K-mart field were prompted by tremendous consumer acceptance of the first few markets which opened about two years ago.

McGarvey Named Vice President K-Mart Manager Works With Team

Philip C. McGarvey has been appointed manager of the K-mart that will open its doors to the public Thursday. It was announced today by S. S. Kresge Company Regional Manager Clyde K. Bowles.

The K-mart building covers 66,055 square feet — about the size of 600 average living rooms. It was formerly occupied by a Kresge variety store, 419 E. Adams St.

IN ACCEPTING his appointment, McGarvey said that his first duty would be to set up interviews with applicants for the 150 permanent job openings created by the K-mart.

"The most important task I have is to select the very best people possible to work with our customers," McGarvey said. "We have only top-quality goods, remarkably low prices and an unconditional money-back guarantee that the customer will be satisfied — but our most important asset is friendly, helpful personnel."

THE K-MART, a family discount department store, has 40 departments displaying all the necessities and many luxuries for modern family living.

McGarvey, a native of Stockton, Mo., formerly managed the Kresge store on the present K-mart location. He started in the management

When the first K-mart opened in March, 1962, in Garden City, Mich., it marked the realization of three years of intensive research on the part of Cunningham and the other top executives of the company — and the beginning of a new merchandising success story.

Cunningham and his wife, Margaret, are members of Kirk in the Hills Presbyterian Church in Bloomfield Hills, Mich. Besides Ann, who lives with her parents, the Cunninghams have two other daughters, Sally, a student at the University of Arizona and Jane, now Mrs. William Herrington of southfield, Mich.

CUNNINGHAM WAS born on a farm in Home Camp Pa., the youngest of eight children. He attended public schools and Miami University, Oxford, Ohio. He left college after completing his sophomore year to take a job as a reporter for the Harrisburg (Pa.) Patriot.

Reporting gave Cunningham an opportunity to see a community in a cross section that would never be possible otherwise. After a year he was offered a spot in the Kresge management — training program. His first Kresge job was as a stockman, the very first rung in the training program.

CUNNINGHAM RECALLED recently his last conversation with the city editor of the Patriot:

"Sure it will be dull compared to this," Cunningham had said to the editor. "But if I work hard enough, I'll probably grow to like it."

The city editor replied: "Those may be the wisest words you ever utter."

In the hard work of the months that followed, Cunningham often recalled the editor's words. Today, at 56, he recalls: "I worked harder than I ever had in my life — which is a lot to say for a boy born on a farm. By the time I was promoted three months later, I won't say I liked the job but I didn't hate it any more."

"I haven't been able to hate any task since."

That approach to life and business is, no doubt, what Hillsdale College had in mind this year when it conferred on Harry Blair Cunningham the degree of doctor of business administration.



PHILIP C. MCGARVEY

training program in the stockroom — the starting point for every Kresge executive including President Harry B. Cunningham.

With Kresge's for 43 years, McGarvey is married, the father of two children.

Travel Wagon Now On Display At Home Show

The Travel Wagon, a Ford camper with a top that can be raised or lowered in just two seconds, is on display today at The Jaycees Home Show.

One of a number of recreation applications made available to the public by Ford, the vehicle is equipped with a complete galley and has sleeping accommodations for as many as six people.

With the top raised, a six-footer can stand inside the unit comfortably. With the top down, the Travel Wagon fits easily into a standard garage.

The dinette doubles as a play area, with a formica-top table that can be positioned with ease. Its foam seats are covered in washable vinyl.

C. Lloyd Yohe 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 Thursday.

Since joining the company in 1923, Yohe 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.

Yohe was elected to the board of directors of the company in 1958.



C. LLOYD YOHE

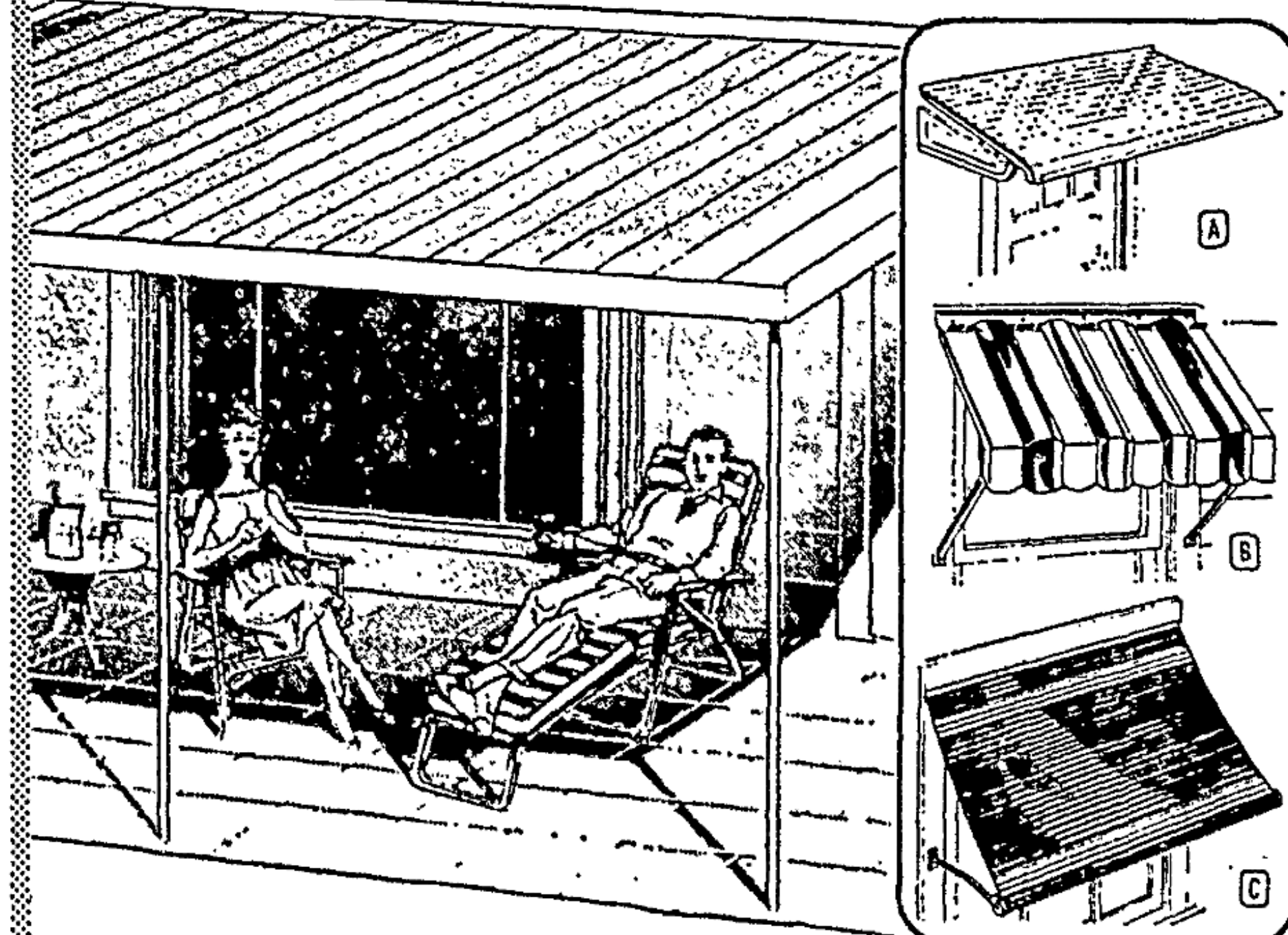
Come to Coe's For WEDDING INVITATIONS
 • Bride's Books
 • Guest Books
 • Wedding Albums
 • Thank-You Notes
COE'S BOOK STORE
 MONROE at SIXTH

TODAY
 Starting 1 P.M.
FRIED CHICKEN
 DINNER \$1.25
TOP SIRLOIN \$1.75
 DINNER
 → **FOOD 'TIL 3 A.M.**
DON HENRY'S
COACH-LITE
 CLARA and DICK SMITH
 Your Hostess and Host
 1311 WABASH

OPEN MONDAY!
NEW — MANAGEMENT — MERCHANDISE — LOW PRICES
 Featuring —
 Complete Lines of Food, Clothing, Paints and Thousands of Other Items!
AT TRUE DISCOUNT PRICES!
DANIEL DISCOUNT CENTER
 NORTH BYPASS 66 AND DEVEREAUX ROAD

MONTGOMERY WARD
 PHONE 522-9621
SPRING FIX-UP
 JUST SAY "CHARGE IT"

\$40 OFF! 10 x 20' PATIO COVER



EASY-CARE ALUMINUM-REGULAR PRICE 179.50

118⁸⁸

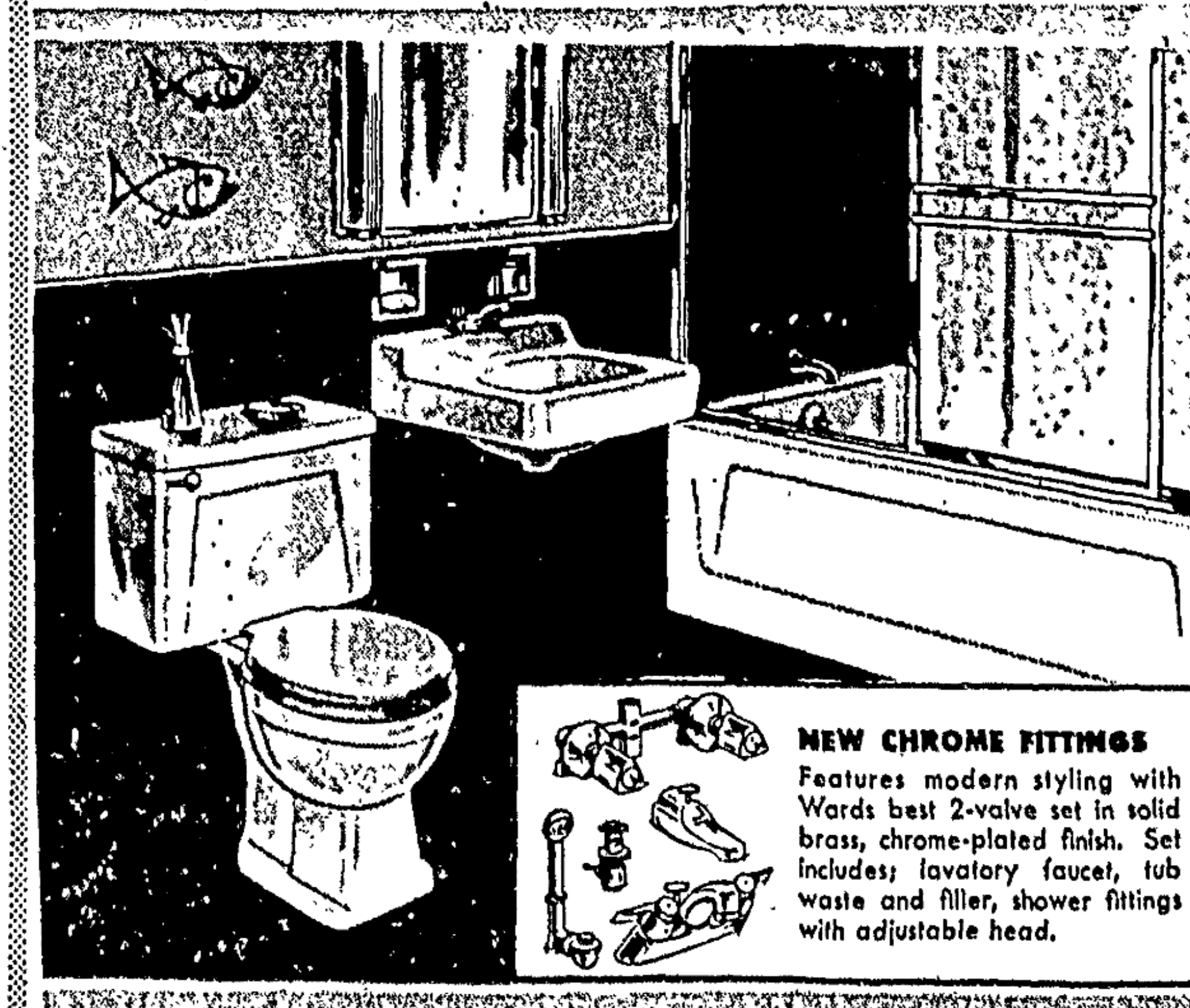
NO MONEY DOWN

Protects your car or your patio! Interlocking panels make it easy to put up or take down. 'Smart' embossed finish; all hardware.

A Regular 6.95 steel awning and canopy. White pressure-coat finish. 48" width. **4.88**

B Reg. 8.95 crown panel aluminum awning. Green or red stripe on white. 40" wide. **6.66**

C Aluminum roll-up awning with tough pressure-coat finish. All sizes..... **15% OFF**



YOU SAVE \$69

REGULAR 168.25 SIGNATURE WHITE BATH SET, FITTINGS

\$99 With fittings

NO MONEY DOWN

- 5' steel tub is full size. 16 inches high.
- Big 19x17" lavatory, anti-splash rim.
- Quiet, reverse trap toilet comes with seat.

Smashing low price! You get 3-pc. set, Wards best 2-valve fittings.

SAVE AGAIN, LET WARDS INSTALL! CALL NOW FOR FREE ESTIMATE

PHONE 522-9621