

Thanksgiving Day will occur this month... a date hallowed in commemoration of the blessings that Providence has bestowed upon this good land. Yet how much better it would be for all of us if we never forget to be thankful that we live in a free land!

\$500,000 Kresge Store Opens Tomorrow Morning

Company's Top Officials Will Attend Ceremony

All the glitter and cheer of the holiday season will mark festivities at the opening Friday of the new Kresge store at Maple and Henrietta, once the site of the First Methodist Church.

Doors will swing open at 9:30 a.m. when Lance Minor, mayor-pro-tem, snips the tape.

Birmingham officials and Kresge executives will be on hand for the ribbon-cutting ceremony.

Stanley Kresge, vice chairman of the board; F. P. Williams, president; C. H. Holzworth, vice president of store management; H. J. Liverance, vice president of merchandising; T. G. King, vice president of real estate; H. B. Cunningham, sales director; and D. L. VanDusen, district manager, will head the roster of visitors.

Others include these buyers living in the Birmingham area: O. B. Elms, G. C. Hill, G. B. Lamberton, A. S. McCall, S. A. Meyer, H. S. Saffell, J. A. Searcy, and R. W. Whitlatch.

H. I. Selters, manager of the Kresge store at 183 N. Woodward, takes over management of the new Kresge store. The Woodward store closes November 12 after nearly 25 years service in Birmingham. Selters has been manager for the past seven years.

Warm modern charms mark the new Kresge store designed to integrate with Birmingham's own modern suburban living.

THE EXTERIOR treatment of ledge stone and white-painted brick harmonizes with interior features such as picturesque plastic wall paper, vinyl-covered counters and panoramic photographs.

Making provisions for the most modern shopping methods, the Kresge store is also functional and offers many customer conveniences.

Self-selection is offered at more than half the store's counters. Merchandise is displayed in such a way as to make all items easy

for the shopper to find. Customers will make their own selections and take them to sales personnel in the aisles for wrapping and purchase. Selters has been manager for the past seven years.

THREE LARGE photographic murals on the west wall will highlight any first-trip through the store. The Birmingham high school, the Cranbrook Art Building, and Quanton Park Waterfall are shown in beautiful panoramic photos. Black and white, ten feet long and four feet high.

Along the east wall is a 29-foot stainless steel fountain with modern stainless steel equipment of the latest design. It is splashed with color and informality to create a "homey" atmosphere. Lemo and green plastic wall paper sprouts gay fruit and flowers, and mirrors run the entire length of the counter, reflecting the activity within the store.

Colorful wall treatment and new textures are found throughout



THIS IS KRESGE COMPANY'S NEWEST STORE. A HALF-MILLION DOLLAR BUILDING ON SOUTHWEST CORNER OF W. MAPLE AND HENRIETTA Completely airconditioned and modernly lighted, it has been specifically designed for the latest in customer convenience

the entire store. Leaf green wall paper covers the wall over the entrances, and blends with the grass mat paper in cream, grey and white on the nearby walls and on supporting columns.

DEEP CORAL wall paper is on the wall over the office in the balcony, and a quaint "Gay-Nineties" paisley print paper on the

entire store. Leaf green wall paper covers the wall over the entrances, and blends with the grass mat paper in cream, grey and white on the nearby walls and on supporting columns.

Another "first" in the store is the recessed lighting that marks the record department. These twinkling lights, easily seen from any corner of the store, make it possible to locate the counter immediately.

A **HUGE** open-vision window at the front adds store interest both from the interior and exterior. The horticulture department is located directly behind the window makes a striking display of fresh, natural beauty visible from Maple street.

At the front, too, for the convenience of customers, are 15 cushioned seats where shoppers may rest or wait to meet friends.

The store is completely air conditioned. Ledge stone used on the bulkhead and around the show windows flavors the Kresge store with modern Birmingham architecture.

A **FIXED CANOPY** with recessed lighting crosses the store front and part way down the side, providing shelter for passers-by in all kinds of weather.

A sign on the facade above the canopy spells out the name "Kresge." A similar sign identifies the store from the rear, and a vertical double-faced neon-lighted sign marks the store corner.

THERE ARE three entrances to the store. The two front entrances are made up of four stainless steel doors, and open from vestibules with flagstone floors.

The rear entrance of two stainless steel doors is for the convenience of shoppers using the free parking lot behind the store.

During the new store's seven-month construction period, O. K. Fjetland, a Kresge construction superintendent, represented the company, and Douglas-Cloud Company was general contractor. Plans for the new Kresge's were drawn by the Kresge design division under the direction of Emil G. Jehle, staff architect.

Store Manager Has 25 Years Service With Kresge Chain

H. L. Selters is manager of the new Kresge store opening Friday at Maple and Henrietta. For seven years he has been managing the Kresge store at 183 N. Woodward, scheduled to close November 12.



H. L. SELTERS

Selters has been a Kresge store manager for more than ten years. He has been with the company 25 years, and recently was honored by Kresge's on his anniversary.

WHEN SELTERS joined the firm, he started at a store in Kalamazoo. He took his early training in Mt. Vernon and Bellaire, Ohio, and he became an assistant manager in 1932.

As an assistant Selters served in Findlay, Mansfield, and Cleveland, Ohio, and Loganport, Muncie, Anderson, and Marion, Ind. His last post before his promotion to manager was at a store in Highland Park.

Selters was a manager of two Detroit Kresge stores prior to his appointment to Birmingham in 1946.

Many Opening Details Fell to Asst. Manager

To Robert A. Goshorn, assistant manager, fell a large part of the detail work involved in preparing the new Kresge store at Maple and Henrietta for its grand opening Friday.

Goshorn was responsible for supervising such details as arranging the display of merchandise at the counters, setting up display signs, arranging window displays, assisting with the training of personnel, and arranging merchandise and supplies.

His assignment at this store is a part of his training for store management.

FOR THE PAST two years, Goshorn has been assistant to the buyer of jewelry, ribbons and optical goods in the Kresge headquarters in downtown Birmingham.

When he first joined the Kresge Co. five years ago, he started at a store in Grand Rapids.

Goshorn was made assistant manager in 1949 and for two years served at stores in Wayne and in Detroit.

Area Superintendent Aids Company Managers

Working hand in hand with Manager Selters in preparing the new Kresge store for its opening Friday is the Kresge superintendent of this area, Harold Adams.

The "Detroit" district in which the new store is located, is divided into seven territories. Each territory is under the supervision of a superintendent and the Birmingham store is in Adams' territory. Equipped with years of experience in store management himself, Supt. Adams is well qualified to offer advice and assistance to store managers. He works closely with the store managers since he is the contact man between the company's main office and the store managers.

ADAMS HAS BEEN with Kresge's for 27 years. He started at a store in Highland Park, and for six years assisted management of Kresge in River Rouge, Port Huron, Kalamazoo and Lansing.

In 1937 he was made a manager and for 15 years he directed Kresge stores in Cambridge, Ohio and in Covington, Ky. Adams was promoted to the position of superintendent of stores in early 1952.

BEST WISHES TO KRESGE'S

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