

# Famous Chain Founded for Families of Moderate Means

## Now Second Largest in Its Field

The S. S. Kresge Company, second largest organization of its kind in the retail field, represents the realization of the dream of a farm boy of the 1880's—a dream that could only be realized in a country of free enterprise.

Early privations and experiences of the founder, Sebastian S. Kresge, created in him a desire to establish a store where families of moderate means could buy household necessities and perhaps a few small luxuries.

Born on a small farm at Bald Mount, Pennsylvania, in 1867, he attended small country schools and local academies. Mr. and Mrs. Kresge believed their son, Sebastian, was fated for the role of a back-country school teacher. But young Kresge's ambitions early ran toward a mercantile career.

Before he was thirty he had worked for a wholesale concern, he had run a bakery, sold insurance, kept books for a general store and sold tinware specialties through the Pennsylvania country-side.

IT WAS WHILE he was traveling as a salesman in Pennsylvania that he recognized the need for a store which would bring a wide range of household and personal items within the reach of every family.

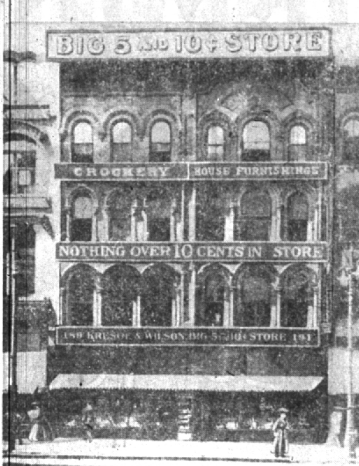
Kresge conscientiously saved money for ten years and in 1887 he joined with J. G. McCrory—one of his customers—to open a store in Memphis, Tenn., and one in Detroit, Mich.

Two years later Kresge traded his half interest in the Memphis store for McCrory's half interest in the Detroit unit.

This small Detroit store, bearing a sign, "Nothing Over Ten Cents," was the nucleus of an organization that within the next half century was to develop into a company of approximately 700 units distributed throughout the United States and Canada.

AT THE END of World War I, the "five and dime" stores had proved so popular that the second store in Sebastian Kresge's plan became possible. To offer a wider range of merchandise, the ten cent limit was abandoned and a twenty-five cent limit substituted.

A natural development from this was the opening of separate stores selling articles up to fifty cents



THIS IS AN 1899 VIEW of Sebastian S. Kresge's first store in Detroit. The new Birmingham store, opening Friday, is the 55th unit in the Detroit metropolitan area.

later, up to a dollar and more. For the most part, these stores were opened near or next door to the five and ten.

The most recent development has been the construction of such stores as the Birmingham store—single large units that are ready to wear and household necessities, as well as the customary ten-cent store items.

FOR THE customer, this has meant a wider assortment of merchandise, increased range of quality, and quicker shopping.

Ownership of the company founded by Sebastian Kresge is now shared by over 28,000 stockholders. Kresge still is active as chairman of the board of directors.

In 1924 he established the Kresge Foundation to give monetary assistance to worthy philanthropic, religious, educational and public health institutions. Kresge is treasurer of the foundation.

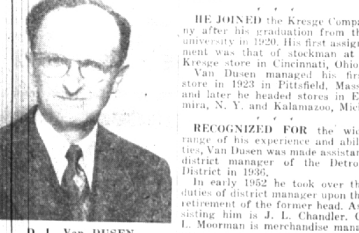
Offices of the company and the foundation are located in Detroit, the city where Kresge opened his first store.

## Cunningham Is New Sales Mgr.

Barry B. Cunningham, of 3519 Woodside court, is the new sales manager of the S. S. Kresge Company. He has been assistant sales manager for the past two and a half years.

With the company 25 years, Cunningham started his store training in Lynchburg, Va. For two years he managed a store in Grosse Pointe, Mich., and for five in Highland Park, Mich.

He was promoted to superintendent of stores in 1947 and served in that capacity until his appointment in late 1950 to assistant sales manager of the Kresge Company.



H. B. CUNNINGHAM  
New Store in Van Dusen's District

The modern new Kresge store on Maple street that will open its doors Friday morning is located in the Detroit district which is managed by David L. Van Dusen, 1015 Washington Road.

This "district" is one of four territorial divisions of the United States used by the Kresge Company to cover their stores extending from the Atlantic seaboard west to Nebraska. Van Dusen's district covers five states and over 115 stores.

Van Dusen is a veteran Kresge employee with a record of more than 32 years with the company. A native Detroit, he attended the University of Michigan, interrupting his education to serve two years in the Army during World War I.

HE JOINED the Kresge Company after his graduation from the university in 1920. His first assignment was that of stockman at a Kresge store in Cincinnati, Ohio.

Van Dusen managed his first store in 1923 in Pittsfield, Mass., and later he headed stores in Elmira, N. Y., and Kalamazoo, Mich.

RECOGNIZED FOR the wide range of his experience and abilities, Van Dusen was made assistant district manager of the Detroit District in 1949.

In early 1952 he took over the duties of district manager upon the retirement of the former head. Assisting him is J. L. Chandler, G. L. Moorman is merchandise manager.

## Other Birmingham Company Officials

Ten other Birmingham residents have prominent positions with the Kresge organization.

Amos Gregory, 1216 Dorchester, is secretary of the Kresge Foundation. He also has been treasurer of the Birmingham board of education for a number of years.

R. H. Whitlatch, 707 Lakeview, is assistant to Kresge President F. F. Williams.

J. E. Whitlatch, 858 Redding, is personnel director; E. J. Kempf, 591 W. Southlawn, is assistant controller; and R. E. Dewar, 16551 Kirkshire, is a member of the legal department.

"Buyers for the Kresge Co. include O. B. Elmg, 379 Tillary; A. S. McCall, 1261 Fairfax; S. A. Meyer, 659 Lahser; H. S. Saffell, 2215 Tottenham; and J. A. Searey, 3136 Morningview terrace.

## Long Service Records

The long service records of Kresge men and women is a source of pride in every Kresge store and at the company headquarters.

Scarcely a week passes that the S. S. Kresge Co. is not paying tribute to at least one employee somewhere in the country who has completed 25 years of service.

H. L. Sellers, manager of the new Birmingham store, was one of the employees honored last month for 25 years' service.

## 75 on 'Bham Payroll

The payroll of Birmingham's new and modern Kresge store totals 75 men and women. All the women employed in the store are residents of the local community.

Each has been thoroughly instructed in the "friendly" service on which the Kresge Co. prides itself.

## Selected Carefully

The S. S. Kresge Company takes great care in selecting and training its store managers. Such men as H. L. Sellers, manager of a new Kresge store, are given a position as store manager only after thorough training in all phases of merchandising.

## In Charge of Office

Mary A. Hayward, 1211 E. Humphrey, is in charge of the new store office. Salesroom supervisors are Helen Bossett and Betty Smith.



C. L. O'NEIL  
H. J. LIVERANCE

## O'Neil Is Kresge Asst. Sales Mgr.

Charles L. O'Neil of 528 Pilgrim, has been appointed new assistant sales manager of the S. S. Kresge Company.

He reported to the Detroit executive offices from the Pittsburgh, Pa., district office where he had been serving as merchandise manager for the past six years.

O'Neil has been with the company since starting at a store in his native town of Fall River, Mass., in 1925.

He trained at stores in Fall River, Amsterdam and Brooklyn, N. Y., and Woonsocket, R. I., before his appointment as manager in 1929.

FOR THE NEXT 14 years he was a manager of stores in New York City; Morristown, N. J.; Newark, Ohio; and Pittston, Pa.

O'Neil served as a superintendent of stores for four years before his promotion to district merchandise manager in 1947.

## Liverance Heads Merchandising

Howard J. Liverance, of 416 Hawthorne, is the new vice president in charge of merchandising and a new director of the S. S. Kresge Company.

With the company 29 years, he has been the Kresge sales manager of a store in Springfield, Ohio.

From 1930 to 1934 he managed a store in Warren, Ohio.

After nine years as a superintendent of stores, Liverance was assigned to the Detroit executive offices as assistant sales manager and four years later was moved up to the position of sales manager.

May 8 he was made a director by stockholders at their annual meeting and was elected vice president at the board meeting that followed.

November 12, 1953 THE BIRMINGHAM ECENTRIC Page 3



C. E. HOLZWORTH

## Holzworth Has Long Record of Service

C. E. Holzworth of Winham House, East Long Lake road in Bloomfield Hills, is Kresge vice president in charge of store management, an office he's held for the past 18 years.

He has one of the longest records of active service in the company, never having been associated with any other firm.

Holzworth started with the firm at a store in Rochester, N. Y. In a year he was managing a store in Troy, N. Y.

By the time he was appointed superintendent of stores in 1920, Holzworth had managed Kresge stores in Rochester and Brooklyn, N. Y.; Des Moines, Iowa; Pittsburg, Pa.; St. Louis, Mo., and Detroit.

FOR SEVEN YEARS he also managed the company's State Street store in Chicago, and later he was put in charge of the Chicago district office which directs the administration of all Kresge stores in the midwestern states.

In late 1934, Holzworth came to Detroit to direct store management and within a month he was elected a director of the company. Six months after that he was elected vice president in charge of store management.

## Merchandising Crews of Other Stores Pitch In

When the new Kresge store at 223 W. Maple opens its doors tomorrow, 25 Kresge workers will feel like parents watching baby take his first steps.

These 25 workers make up the behind-the-scenes crew that put the life-into the store's merchandising system.

As soon as the flooring was laid, counters set up, and fixtures installed, the crew was called in.

THEY CAME from neighboring Kresge stores in Detroit and from stores in Mt. Clemens and Port Huron.

Store Supt. H. A. Adams handed the members for their know-how gained through years of experience.

Many are assistant managers of the stores they serve; others are salesroom supervisors and some are salesclerks with specialized training in specific departments.

Kresge specialists from the company's headquarters in Detroit, also are part of the group.

LESS THAN a week ago, this crew arrived in the new Birmingham store to begin work.

They worked long hours, checking in stock, laying out merchandise on counters, putting up display and price signs, grouping under-stock.

Items were put on display so as to have eye-appeal, and in such a way that the customers can find and reach each item easily for close inspection and selection.

Today the final details will be smoothed out, and the store will wait for Birmingham citizens to make it a living service institution.

ALL CUT STONE in the new KRESGE STORE was supplied by the SUBURBAN CUT STONE CO. 91 E. Robinwood, Detroit 3, Mich.

JUST ARRIVED! Guaranteed SINGING CANARIES. SPECIALLY PRICED AT KRESGE'S W. MAPLE AT HENRIETTA. HARTZ MOUNTAIN BIRD FOODS. Every Bird Carries a Written Guarantee. YOU'LL THRILL to the glorious voices of each specially trained singer. Healthy, sturdy birds, with colorful plumage. They'll brighten your house with happiness and joy. HARTZ MOUNTAIN PRODUCTS FOR YOUR CANARY.

Best Wishes to the KRESGE COMPANY on the grand opening of their new store. We were proud to furnish All of the READY MIX CONCRETE, CONCRETE BLOCKS and BRICKS and also Builder Supplies. BOICE BUILDERS SUPPLY 515 S. Telegraph Rd. Pontiac PE. 5-8186

Best wishes for your continued success — KRESGE. You have shown your fine appreciation of this community. LET AUSTIN'S MIX OR MATCH WITH ACME FASHION-RIGHT ANY COLOR DESIRED. THE COMPLETE DECORATING SERVICE FOR KRESGE FURNISHED BY AUSTIN'S OF DETROIT BERKLEY FLINT. Michigan's Finest Wallpaper Selections. BLINDS and SHADES.

CONGRATULATIONS... TO THE S. S. KRESGE COMPANY ON THE COMPLETION OF THE BEAUTIFUL NEW KRESGE BUILDING. WE ARE PROUD... To have served in the installation of the Plumbing, Heating and Ventilating Systems. JAMES AND ROACH, INC. 282 E. Milwaukee, Detroit 2 Enterprise 6182 TRinity 3-5500