



Four Stores in One

This eye-appealing W. T. Grant department store at Miracle Mile will feature four stores in one, merchandise at popular prices and quick service. Shoppers will find wear-

inf apparel for all the family, dry goods, household accessories and variety items in this newest outlet of a chain that now numbers almost 700 outlets.



Complete Store for Children

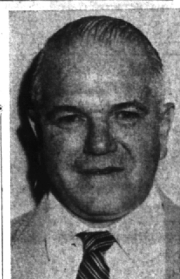
Using as its theme "complete department store for children," Youngland is offering quality merchandise for age ranges infant to sub-teens. Every department in the store is indicated by a change in decorative motif and distinct color changes.

Third Youngland's Branch Is Ready at Miracle Mile

Using as its theme, "A complete department store for children," Youngland is offering over 4,000 square feet devoted to apparel, shoes and toys for the age range from infants to sub-teen girls.

The store is the second one to be by Phil Brodax and Lewis Stern, both in their mid-30s.

BRODAX, father of two daugh-



W. F. MacDonald

ters, will manage the store with the aid of nine employees. He brings 10 year's experience to the new outlet.

To Stern goes the credit of the unique decorative motif, practically all of which he did himself. In addition to unique departmentalizing, he has incorporated special lighting effects.

Both men feel that the emphasis on children's wear buying today is on quality and have stocked accordingly.

Want ads cannot be accepted after 5 p.m. each Tuesday.

New W. T. Grant Store Has 'Four-in-One' Concept

Described as "four stores in one," the new W. T. Grant department store at Miracle Mile is the largest to be opened by the company this year.

Featuring large selections in dry goods, home furnishings, wearing apparel for all the family and variety items, the store will stress quick service.

Customers are able to make their selections from among thousands of items displayed on the store's counters that are of the shop-at-a-glance type. Purchases are checked out by

cashiers at the exits of the large store, and there will also be extra-quick cashier service for those buying only a few items.

"HOWEVER," says Store Manager W. F. MacDonald, "department managers and clerks will be on hand throughout the store to offer help to customers in making their selections."

MacDonald has been with the Grant company 15 years. He is considered one of the outstanding managers in the chain and has

twice received awards from the company.

Just prior to assuming duties at this store he was in charge of the Toledo store and has managed stores in New York, Pennsylvania, Wisconsin and Ohio.

THE NEW branch is the sixth to be opened in the Detroit area. It is the largest opened by the

company this year and is the largest in the company's chain to have checkout service.

The Grant chain was begun in 1906 and now includes almost 700 stores throughout the country. Annual volume is a half billion dollars.

Merchandise is in the moderate price range. Included are many nationally advertised brands, many of which have been developed by the Grant company.

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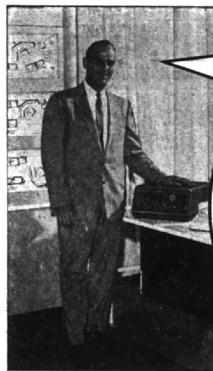
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JIM KOKOWICZ, Manager of the Telephone Showroom

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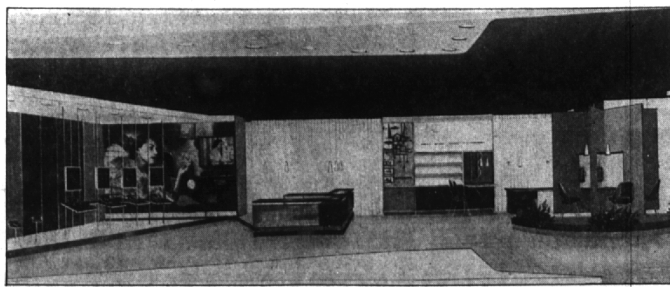
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CAROL OPLAND, Assistant to the Manager of the Telephone Showroom

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