

New Kresge Unit Has 2 Assistant Store Managers

New Kresge manager Richard O. Williams will have as assistants in the Miracle Mile outlet Raymond E. Valley and Ralph H. Kalajian.

Valley has seven years' service with the company, having started in Royal Oak in 1950. He will act as senior assistant manager. Kalajian joined the Kresge organization early this year and this will be his first venture under the company management training program.

Miracle Mile Unit Kresge's 86th Branch In Michigan

Many things have changed since Sebastian S. Kresge opened a "5 and 10c store" in downtown Detroit 58 years ago.

Now, when you enter a Kresge outlet, you are able to buy, along with the usual powder puffs, bobby pins and ribbon, such big items as a new bicycle, a power lawnmower, a sewing machine or any nationally advertised appliance.

The "dime store" is expanding into bigger brackets of merchandising, but the little five and ten cent items still will be available.

AS FRANKLIN P. WILLIAMS, president of S.S. Kresge Co. explains:

"We'll never drop these items, for that's what put us into business. We have a different economy today than we had 50 years ago. People have more money and want more and better things. We are simply adding more service to what we now offer."

From the original plain brownstone structure of 1899, there are now 688 Kresge units throughout the United States and Canada, and 86 in Michigan.

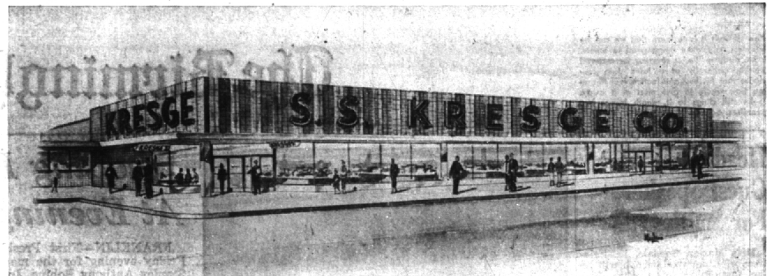
This new outlet will offer more than 26,000 square feet of merchandising area with 2,825 feet of front service counters. Featuring wide aisles, fluorescent lighting and the most modern display units for shopping convenience, there will be six check-out counters to aid in shopping ease.

A RELATIVELY NEW IDEA in variety store merchandising, the check-out system has proved efficient in 265 Kresge stores.

Other innovations in the store will include a 40-seat luncheonette offering luncheons and complete dinners, a public address system and complete air conditioning.

Design of the store front is striking. There are no show windows, the entire front consisting of a combination of glass see-through paneling and glazed tile.

A wide canopy over the sidewalk runs above the entire store front.



Sketch of S. S. Kresge Company's 688th Store

Above is an architect's sketch of the modern S. S. Kresge store opening today in the Miracle Mile Town and Country Shoppers City. Located at Telegraph and Square Lake roads, the center consists of 50 acres with an additional 50 acres available for future expansion.

Donnell Hair Stylists Open Salon Today

Planned for an eventual capacity of 10 operators, Donnell Hair Style has leased 750 square feet of Miracle Mile and will be open today.

Proprietor Donnell Thomas will supervise activities and will be available for haircutting and styling.

Father of two pre-school boys, Thomas, 36, learned his trade upon return from military service and began his career as an operator in 1947.

HE GAINED practical experience for five years, continuing further studies. In 1952, he opened his own salon.

"We intend to open with six operators including a tint specialist," Thomas said, "but feel confident that we soon will reach our 10-operator capacity."

Store hours will be from 10 a.m. to 6 p.m. six days a week.



RICHARD O. WILLIAMS

Richard Williams To Manage New Kresge Branch

Manager of the new S. S. Kresge unit at Miracle Mile is personable young Richard O. Williams.

Not yet 33, Williams is a 15-year veteran with Kresge's, having started as a stockman in 1942 with a Fort Wayne, Ind. store.

In 1949 Williams became assistant manager of the company's largest store in downtown Detroit and three years later moved to another Detroit store as assistant manager.

THERE FOLLOWED an assistantship in Lima, Ohio and in 1954 Williams was named manager of a Grosse Pointe unit where he served for two years.

Since early 1956 he has managed a store in Lansing.

News copy submitted early is necessarily given preference, so the Howard Seelyes of Westwood, Fla., the "early bird" usually gets the space.

West Brothers' Hair Salon at Miracle Mile

With over 6500 square feet of space leased in Miracle Mile, West Brothers Hair Stylists will bring to area shoppers a sparkling 15-booth hair-styling salon.

Randall West, 34, will manage

the store, commuting 27 miles daily from his home in the southeast sector of Detroit.

His brother, who lives in Flint, will come almost 30 miles daily to assist.

WEST HAS BEEN owner of a shop in the Livernois-DuRoi drive area since 1950. He is married and has four children, three boys and a girl, ranged from 2 to 12 years.

The salon will open six days a week from 9 a.m. to 9 p.m.

Have You Met . . .

Mr. and Mrs. R. Scott Dickson and sons, Douglas, 10, and Mark, 7, who moved from Dayton, Ohio to S. Cranbrook road recently? Dickson is branch manager of the Simonds Abrasive company and was a member of Sigma Chi fraternity at the University of Kentucky. Mrs. Dickson was graduated from Bates college in Maine and both play golf as a hobby.

BIRTHS

A daughter, Jennifer Lee, was born Sept. 2 to MR. AND MRS. FRED H. MCKAIG of Holland, Birmingham.

A daughter, Debra, was born Sept. 10 to MR. AND MRS. RICHARD MAGNUSON of St. Clair Shores. Mrs. Magnuson is the former Carol McClelland of Birmingham.

A son, Michael Shaw, was born Sept. 16 to MR. AND MRS. BRUCE H. SMITH of Halperd road, Bloomfield township. Mrs. Smith is the former Georgia Katherine Ekelund.

A daughter, Alize Louise, was born Sept. 13 to MR. AND MRS. STANLEY E. KAROW of Maywood, Birmingham. Mrs. Karow is the former Juliette L. Seelye, MD. Maternal-grandparents are the Howard Seelyes of Westwood, Fla.



JUDY BOYD

Boyd's Announce Daughter's Troth

BLOOMFIELD HILLS—Mr. and Mrs. B. R. Boyd of Ralston road announce the engagement of their daughter, Judy, to Gary Osterbeck, son of Mr. and Mrs. George Osterbeck of Euclid drive, Walnut Lake.

The bride-elect attended Michigan state university and was affiliated with Kappa Alpha sorority. Her fiancé also attended Michigan State and was affiliated with Sigma Alpha Epsilon. Gary is training for naval officer in Pensacola, Fla. A Spring wedding is planned.

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THE MIRACLE MILE SHOPPING CENTER

At the New "Miracle Mile" Shopping Center

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Fabulous new PLASTIC decorating material!



- Marble Pink Black
- Moderne Coral & Gray Yellow & Gray
- Timbertone Mahogany Knotty Pine
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self-adhesive **STIX**



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Made of Firestone Velon 18" wide **49c** yard

72 beautiful patterns and color combinations. Look . . . you're a magician! Do it yourself with STIX! A few yards, a few minutes and presto! Just peel-off the backing and smooth into place, it sticks! No paste, no tacks, no water, no mess. Use STIX on furniture, cabinets, walls, glass . . . any clean, smooth dry surface . . . and it sticks! It's Firestone Velon, the plastic that wipes clean in a whisk of a damp cloth. Waterproof! Permanent!

"Miracle Mile" Center-Telegraph at Square Lake Rd.

S. S. KRESGE COMPANY