

Sears' Idea In 1958..... A Reality In 1964

Sears Drove Into Retail Business By the Automobile

Credit the automobile for helping put Sears, Roebuck and Co.—the world's largest merchandising organization—into the retail business.

Exclusively a mail-order firm for the first 39 years of its life, Sears first entered the retail field when America fast was becoming a country on wheels.

The year was 1925. And the man responsible for the historic move was General Robert E. Wood, then a Sears vice-president, later to become president and chairman of the board.

The switch of population from farm to city—plus the tremendous growth of automobile registration, approximately 17½ million in 1925—prompted Wood's move.

Today Sears retail stores, more than 760 of them scattered throughout the country, account for approximately three-quarters of the company's annual sales volume.

Following General Wood's precepts, "many Sears stores were designed and located to appeal primarily to customers who shopped by car.

And in some instances, where parking space proved insufficient, Sears has utilized the roofs of its store buildings to hold customers' cars.

Besides guaranteeing adequate parking space, Sears store planners consider many other factors in selecting a store site. The amount of property available and its price... whether the property is large enough to permit store expansion later... the direction in which the

community is growing... city transportation plans and current traffic patterns... even the kind of soil at the site—all these things are evaluated.

The community's needs and an estimate of Sears potential business are among factors which determine actual store size.

Sears retail stores range in size from "A" stores, which are full-fledged department stores offering complete services, to "C" stores, which carry chiefly hard lines such as automobile accessories, household appliances, and hardware.

Architecturally, wherever possible, Sears stores conform with the design prevalent in the community. In historic Charleston, S. Carolina, for example, Sears has a store of colonial design.



EXECUTIVE FAMILY of the huge Sears Livonia Mall and guiding lights behind the operation of one of the chain's largest stores have big smiles as they realized everything was ready for the grand opening. The group includes: (seated from left) Personnel Director Miss

And Store Is Born In Livonia

An idea that first saw the light, almost eight years ago to the day, on Aug. 16, 1956, became a reality this week when the fabulous Sears Livonia Mall opened its doors.

Sears Livonia Mall and the Sears Macomb store had a twin opening Monday, marking the second time in Sears history that it has had a twin celebration.

The first time was 36 years ago in 1928 when Sears had a twin opening for its Grand River and Gratiot stores, each turned into one of the best in the chain... the same sort of a prediction is being made for the new twins.

The "twins" are the largest ever erected by Sears and are the largest in the world—constructed by the huge chain.

It was Aug. 16, 1956 when 15 Sears executives, including the late F. B. McConnell, who was president at the time, flew over Livonia in a company plane enroute to the grand opening of the Lincoln Park store.

As the group flew over Livonia, they noticed several sites for stores but the one that caught the attention of all was the large acreage at what was later discovered to be the intersection of Seven Mile and Middlebelt Roads.

McConnell and his associates started the ball rolling on the idea of a Livonia store at the time but it was allowed to lie dormant until two years ago when the building activity in the area revived thoughts of a store in Livonia.

No sooner said than the deal was underway with the result that Sears purchased 22 acres of the Livonia Mall site and immediately made plans for the construction of its largest store.

About that same time, plans for a Macomb store were started and Sears officials decided to make it a tremendous "twin" celebration with construction on both set to begin at the same time and a target completion date of Aug. 13, 1964.

The project was on target all the way although the strike of electrical workers threatened to delay the opening. However, Sears officials were determined to meet the target, met with contractors and advanced all schedules to make up for the time lost by the strike.

They were successful and the Sears Livonia Mall is mute testimony to the efforts of all. One of the 15 executives on the plane was Arthur Cone, then Detroit Group operating assistant, now manager of Sears Livonia Mall.

Cone has nothing but praise for the contractors and their work in meeting the target date. "We thought for a while it would be hopeless," he said, "but the contractors advanced their schedules, the workers met them and Sears was on target."

Cone cited the splendid co-operation of Mayor Harvey Moelke, members of the Livonia City Council and heads of all city departments for their fine co-operation and the manner in which they aided the Sears Livonia Mall project from the beginning.

As the owner of 25 acres of land in Sears Livonia Mall has more than a passing interest in the City of Livonia. It automatically became a big property taxpayer in addition to the other taxes, that go with such an operation.

More than that, 85 per cent of the employees are new to Sears and are from the area. Cone pointed out that Sears transferred only key personnel into the new store and the Livonia City Council and heads of all city departments for their fine co-operation and the manner in which they aided the Sears Livonia Mall project from the beginning.

Cone transferred from the Gratiot store to become manager of Sears Livonia Mall. His senior management staff includes: Operating Superintendent A. G. Yates (from Lincoln Park); S. C. Bezaire (Gratiot) and M. Sheer (Grand River)—sales superintendents; Controller G. C. Johnson and Anderson, Ind., Credit Sales Manager L. D. Hault of St. Paul, Minn., and Personnel Director Miss Madeline Koss from the Gratiot store.

The Observer Newspapers
THIRD SECTION
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Wednesday, August 12, 1964 Third Section Page 1

Mayor Moelke Proclaims "Sears Day"

Mayor Harvey Moelke, of Livonia, issued the following proclamation, welcoming Sears Livonia Mall to the city and praising the management for the fine store and the magnificent contribution it will make to the community economy.

WHEREAS, the Sears, Roebuck & Co. is opening its largest and most beautiful Department Store outlet in the Livonia Mall Shopping Center of Livonia which will constitute one of the largest in the world, and

WHEREAS, the modern edifice speaks eloquently for the quality of merchandise and services that will be supplied to the citizens of Livonia as well as neighboring communities,

WHEREAS, the addition of the Sears Store will create jobs and paychecks and contribute significantly to the economic growth and well being of our rapidly growing community, and

WHEREAS, with the addition of this new Sears Store as a part of the Company's nation wide chain, another step in the progress of our community's growth has been accomplished which will help provide advantages of living and shopping to the citizens of our City, and

WHEREAS, Sears, Roebuck & Co. is known throughout the world for its fine reputation of integrity, fair-dealing, and high quality merchandise, and any community is fortunate in having a Sears Department Store situated within its limits, and

WHEREAS, Sears, Roebuck & Co. has placed its faith and confidence in the future of our City, and represents both a milestone and sparkling jewel in Livonia's commercial development.

NOW, THEREFORE, I, HARVEY W. MOELKE, Mayor of the City of Livonia, do hereby proclaim August 13 as SEARS DAY in Livonia, and take this opportunity, further, to extend a hearty welcome and best wishes to the Sears, Roebuck & Co. on behalf of the people of our City.

At the Sears Automotive Center, company employees install Allstate batteries, tires and tubes on customers' cars. Under present policy, tires are rotated by station personnel every 5,000 miles to provide maximum wear. Lubricating, wheel alignment, brake replacement are additional services.

The department has two examining rooms, equipped to handle examinations, fittings and adjusting, duplication of lenses and frame repairs.

The department is located on the second floor and has a complete line of the latest designs and models of frames.

Services Available To Patrons

Dozens of services are available to customers at Sears Livonia Mall.

The list runs from expert fitting of women's foundations to helping arrange a new kitchen in the home. Store Manager A. E. Cone explained.

"Sears has long been synonymous with the name Sears," he said. "Our job is to make your shopping convenient, economical and pleasant."

One of the most popular services is ordering from the Sears catalog by phone. Any of the more than 170,000 merchandise items offered in the catalog can be ordered—with delivery directly to your home assured within a day or two.

Homeowners find the home service departments well-nigh invaluable. The decorating consultant, for example, will call at your home with samples of drapes, slipcovers, upholstery fabrics, and more.

After you've selected your requirements, Sears experts will make up the slipcovers, bedspreads, curtains or other equipment you may need.

For those desiring to redecorate, remodel or build a kitchen, Sears will prepare a plan and sketch.

"We Service What We Sell" is a well-known Sears motto. A company-wide service system functions to install refrigerators, television sets, stoves, home laundry equipment and other appliances, and to maintain this equipment in first class condition once it's in the home.

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Need Glasses? Optical Dept. Is The Finest

Need glasses? Then try Sears Livonia Mall's Optical Department which is equipped with the newest and most modern optical equipment available for examinations.

The staff includes two optometrists, an optician and a receptionist who are available for examinations and fittings at any time during store hours.

The department has two examining rooms, equipped to handle examinations, fittings and adjusting, duplication of lenses and frame repairs.

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Cone Has 18 Years With Sears

Arthur Cone, efficient, energetic manager of Sears Livonia Mall, started with the company 18 years ago, shortly after graduation from the University of Michigan where he received a Bachelor's degree in Business Administration.

He joined Sears at the Ann Arbor store, and has gradually climbed the ladder until now, he is manager of one of the two largest stores in the huge chain.

Cone's first assignment was in merchandising control in Pontiac. Later he was shifted to Detroit where he served five years as operating assistant to Detroit Group Manager E. S. Jones.

Then came a two-year stint as manager of the retail operating division at the parent offices in Chicago.

In February 1958, Cone was transferred to Detroit where he spent five and a half years as manager of the Gratiot-Van Dyke store.

Then came the advancement as manager of Sears Livonia Mall last May and he has been busy since getting his staff and the huge store ready for Thursday's grand opening.

Customers of Sears Livonia Mall store won't have to reach for their pocketbooks when they go shopping. The store offers three convenient credit plans: Sears Charge Plate, Easy Payment, and Modernizing Credit Plan.

Designed for day-to-day purchases, Sears Charge Plate accounts may be opened with no down payment. Customers may use their SMC accounts as a 30 day charge by paying for purchases within 30 days after their billing date.

Otherwise they can make monthly payments over a 10-month period, paying a small service charge.

Under the Easy Payment Plan, the company's oldest credit plan, customers may open an account with no down payment and have up to 18 months to pay on appliances, home furnishings, and other selected merchandise.

Guaranteed Satisfaction To Customers

Sears Uses Own Brands

A good article is worthy of a good name!

That's why Sears, Roebuck and Co. has for years been following a policy of assigning brand names to its various categories of merchandise. A. E. Cone, Sears manager at the Livonia Mall, explained.

"Sears own-developed merchandise coupled with Sears brand names is an identification and guarantee of satisfaction to our millions of customers," he said.

Coldspot on Sears line of refrigerators and freezers and Craftsman on Sears hardware—to mention two—are among the best-known brand names in America, he pointed out.

Other famous names being featured in the local Sears store include Harmony House on furniture, rugs, blankets and silverware sets... Ted Williams on sporting goods... Maid of Honor on housewares... Tower on photography equipment, office and school supplies.

When the family shops for shoes at Sears, Billwell is the label for the children. Kerrybrooke for mother and Gold Bond for Dad and boys.

In wearing apparel, Honeyuckle identifies infants' wear; Boyville, boys' clothing; Honeylane, young juniors and girls' wear; Kerrybrooke, women's fashions, and Fashion Tailored, men's clothing.

Master-Mixed means top quality in paints, Silverstone for radios and television, David Bradley for farm equipment, Allstate for tires and auto parts.

"All these Sears brand names—and the list is by no means complete—stand for excellent value at reasonable prices," Cone stated.

In Sears Livonia Mall Store New Air Every 10 Minutes

Air circulating through Sears Livonia Mall, the largest of all Sears stores, changes completely every 10 minutes through the use of 14 large supply unit fans.

These take care of the store proper and an additional five supply units and four hanging units are needed to keep air and heat circulating in the adjoining service station—also the largest of its kind in the United States.

The heating and cooling system is controlled by a Minneapolis-Honeywell paneled console which enables the engineers to have complete control of all air moving units from a single panel.

Two engineers have charge of the system, one on duty constantly.

The system is so efficient that the store temperature can be raised as much as 40 degrees in less than 20 minutes.

The engineers also report that the temperature can be lowered from 85 to 75 degrees in little more than a half-hour.

Heat is maintained at an even 72 degrees at all times—even when the thermometer reads

Kenmore has long identified Sears laundry equipment, vacuum cleaners, sewing machines, stoves and electric table appliances. Homart means plumbing supplies and building materials.

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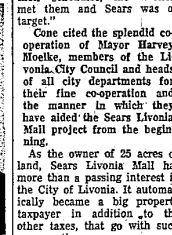
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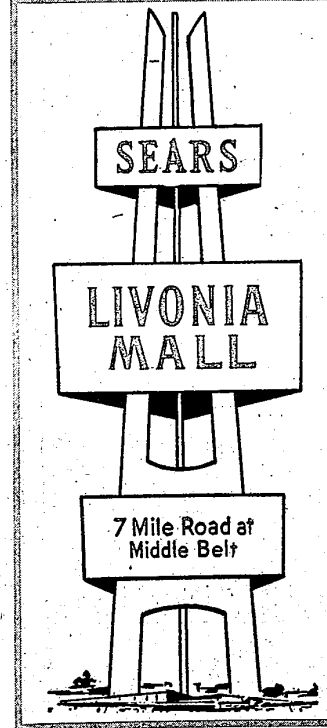


E. S. Jones, General Manager of Sears Detroit Group, joined Sears in 1929 after a retailing career that began in Detroit where he worked under J. L. Hudson Co. and Crowley Miller's in the 1930's. He managed several stores in the Midwest and East before he was appointed to Detroit in charge of the New England States in 1938.

Jones held this post until 1948, when he was transferred to Detroit in his present capacity. In addition to his working activities, Jones has been most active in civic affairs and serves on the United Foundation, Board of Directors, as well as other local and State boards and committees.

"Our Credit Office Staff is prepared to help customers select the credit plan that best serves their needs," he added.

Sears Modernizing Credit Plan—designed specifically



When you see this beautiful Pylon you're at Sears Livonia Mall!
SEE NEXT FIFTEEN PAGES FOR SPECIAL
SEARS GRAND OPENING BARGAINS!