

Ted Williams Heads Sears Sports Group

A blue ribbon panel of leading sports figures is a behind-the-scenes partner in the sporting goods department of Sears new Livonia Mall store.

Twelve men, each an authority in his field, aid Sears in the development and testing of the sporting goods and family recreation equipment.

The men are members of the Ted Williams Sports Advisory Staff, a group formed by the former Boston Red Sox great in 1962 for the purpose of advising Sears on its sporting goods.

How well does Sears camping equipment perform?

Sir Edmund Hillary, famed conqueror of Mt. Everest and a member of the staff, gave Sears the answers following a grueling 10,000 mile 61-day camping trip from Chicago to Alaska and return.

This is the kind of down-to-earth testing which staff members handle that leads to new or improved sports equipment for Sears customers.

Besides Hillary and Williams who serves as chairman, the staff is composed of Buddy Watson, archery expert; Bill Holland, boating expert; Jack Twyman, captain of the Cincinnati Royals, professional basketball team; Terry Brennan, former Notre Dame football coach; and Ed Labanski, noted professional bowler.

Others are: Doug Ford, professional golfer; Bob Mathias, former Olympic decathlon champion and consultant on track and physical fitness; Othmar Schneider, former coach of the Austrian Olympic skiing team; Adolph Kiefer, water sports authority and former Olympic swimmer; and Murray Crowder, a past president of the Outdoor Writers Association of America and consultant on hunting and fishing.



LEADING A DISCUSSION on Sears sporting goods at a meeting of the Sports Advisory Staff is former Red Sox slugger Ted Williams. Taking part in the talks are: (from left) Buddy Watson, archery expert; Adolph Kiefer, former Olympic swimmer; Bill Holland, boating; Jack Twyman, captain of the Cincinnati

Royals in the National Basketball League; Williams, Murray Crowder, Outdoor Writers Association; Sir Edmund Hillary, conqueror of Mt. Everest; Bob Mathias, former Olympic track champion; and Terry Brennan, former Notre Dame football coach and now well-known as a sportscaster.

Manned by 5,500 Trained Repair Men

Sears Has Service Fleet of 5,100 Cars

Imagine a fleet of special trucks—more than 5,100 of them—manned by approximately 5,500 men.

Does this sound improbable? Perhaps, but these trucks and these men are on the job, day in and day out.

They are part of one of Sears most vital operations, the company's nationwide service organization, dedicated to keeping the appliances Sears customers buy in top working condition.

This whole costly operation represents a massive effort with a single aim—to help

Sears fulfill its promise, "We service what we sell."

"Only such an effort can assure our customers the last full measure of satisfaction guaranteed" they have learned to expect in their dealings with Sears," says Arthur Cone, manager of Sears Livonia Mall.

Besides the service trucks and the men who operate them, Sears has another 3,000 service men who handle repair work in the hundreds of Sears service centers and units across the country.

Altogether, the company stocks more than \$4,500,000

of the most-needed repair parts right in its trucks, enabling Sears servicemen to complete many repair jobs during their first visit to a customer's home. Another \$28,000,000 worth of parts are carried in the company's service buses and storerooms.

It is estimated Sears servicemen make about 40,000 separate service calls on a normal day. They travel more than 75,000,000 miles a year in pursuit of their duties.

In Metropolitan Detroit, Sears operates a service truck fleet in excess of 120.

Just Think—170,000 Are In One Book

Imagine a single sales department store offering more than 170,000 merchandise items.

That describes the catalog department in the new Sears Livonia Mall store. Here, any item in the Sears catalog—from a 5-cent roller skate key to a \$8,500 diamond ring—may be ordered.

An order taken at the catalog order desk is rushed by wire to the nearest catalog order plant. Within a day or two, the merchandise arrives at the store for the customer to pick up or is shipped directly to his home.

Local customers can also order catalog items by phone from their homes. A special telephone unit has been established at the store to facilitate ordering from the armchair.

Sears began operations as a catalog order house back in the 1880's and the catalog division still accounts for a significant amount of the company's business.

Five regular catalogs are issued annually by Sears, through its 11 catalog order plants located from coast to coast.

Oldest and most familiar to American families are the two general catalogs issued for the spring and fall seasons. Each book contains 176 pages, and weighs approximately five pounds.

The remaining three are special sales books—mid-spring, mid-fall, and Christmas—which serve as supplements to the generals.

Sears catalog is sometimes referred to as the "World's Biggest General Store."

4,200 Parking Spaces

The parking lot at Sears Livonia Mall will handle over 4,200 cars when completed.



DAD WON'T have to go far when smokers' needs are available in this shop looking for tobacco or smokes while located near the entrance of the Coffee shopping at Sears Livonia Mall. All Shop.

Specialists Trained to Answer Needs

Sears Can Plan Your Kitchen

Sears, Roebuck and Co.'s new store in the Livonia Mall offers a unique kitchen-planning service to homeowners who are considering remodeling their kitchens.

Based on the knowledge that the average homeowner has no way of knowing the results of all the time and motion studies that have been made in typical kitchens, Sears is offering the service of experts to anyone who is interested.

These highly qualified specialists know, for example, the frequency of the necessary trips between the sink and the range, and how much storage space is needed in the

average kitchen for various types of foods and where that food should be kept for ultimate convenience. They are experts in kitchen planning and are able to engineer the most efficient kitchen possible.

Since the visualization process of a remodeling job is so difficult for so many people, Sears men make an actual, realistic drawing of their final recommendations for a new or remodeled kitchen. This is presented to the housewife for her approval before any actual work is begun.

The new Sears Livonia Mall store also offers a colorful, illustrated kitchen planning booklet to any person requesting it. This booklet fully explains all of the planning services available to the homeowner along with showing illustrations of typical kitchen remodeling jobs.

Bus Service Available
Bus service is available to and from Sears Livonia Mall via the DSR and Northville Coach Lines. The DSR runs start from downtown Detroit to Sears and from Sears downtown. The Northville service includes Plymouth, Plymouth Township, Northville and Northville Township and parts of Livonia. See schedules in this section.

SEARS
ROEBUCK AND CO.

GRAND OPENING SALE

STOREWIDE SAVINGS AT SEARS LIVONIA MALL

Long or Short
Sleeve White
Dress Shirts

Reg. 2.27

3 for \$5

or 1.77 each

Lustrous combed cotton shirts are machine washable, need little or no ironing. Choose smart short sleeve models for warm, late summer days; long sleeve styles for fall. Take your pick of neat "Anisley" medium spread collars or snap-tab collars. Celebrate our Grand Opening by saving now on sizes 14½ to 16½.

Handsome New Ties

Ready-tied or four-in-hand. New colors, patterns. **50c**

Socks in All Styles

Stretch or stired in all fabrics, colors, patterns. **43c**

Reg. 79c-98c Pr.

or 3 pr. 1.25

Sears Men's Furnishings Dept.

(Not at Grosse Pointe)



Long Sleeve
Army Twill
Work Shirt

1.97

Heavy, tight weave cotton in tan, grey, blue or green. Mercerized. Sanforized. Dressy collar 14½-17. Reg. 2.98 matchings work pants, 30-44 2.33

Casual
Cotton
Slacks

Reg. 3.99-4.99

1.97

Big array of plaids, rover cords, solid colors. Plain front and belt. 22-40 in. group.



Sale! Sears
Finest King's
Crown Suits

Regular 79.50

59.88

No Money Down

Selection of outstanding imported fabrics, loomed of fine quality yarns, includes fine, regular weight worsteds and worsted/silk blends in medium to medium light shadings. New silver grey sharkskins, new iridescent, compound step weaves, subdued plaids, colored herringbones. Choice of 4 smart new models in greys, blues, brown, Reg., long.

King's Crown
Sport Coat

Regular \$45

32.88

Have the masculine tones and feel that a man can be really comfortable wearing... and be well-dressed, too. Premium quality 100% wool worsted in year-round weight. Choose "Newport," "Pasadena 3" or "Traditional" 3-button models in regular, short, long or extra-long. Beautiful buys!

Alterations at No Charge,
Even at These Low Prices

Sears Men's Dress Clothing Dept.

SEARS

EASTSIDE
Grand River
at Van Dyke
WA 5-0100

WESTSIDE
Grand River
at Oakman
WE 3-3300

HIGHLAND PARK
Woodward
at Sears
TO 8-1300

LINCOLN PARK
Southfield
at DU
DU 3-7000

LIVONIA MALL
Seven Mile at
Middlebelt
476-6000

MACOMB MALL
Grosse Pointe
at Macomb
293-8000

GROSSE POINTE
Seven Mile at Macomb
TU 4-6000

WYANDOTTE
Biddle at Macomb
AY 4-9000

PONTIAC
154 N. Saginaw
Downtown
FE 5-4171

STORE HOURS: MONDAY 9 TO 9 • TUESDAY, WEDNESDAY 9 TO 5:30 • THURSDAY, FRIDAY, SATURDAY 9 TO 9