

KRESGE
Kmart
JUPITER

Golden Anniversers



Sebastian Kresge

Over 50 years ago, the founder of S.S. Kresge Company got his first job. At 19 years, Sebastian Kresge taught school to help pay for his father's farm. But the job that started him on the road to retail business came behind the counter of a little grocery store in Scranton, Pa. Sebastian Kresge studied business in New York and went on to be a travelling tinware salesman. After five years, he had saved enough money to go into business for himself. As a salesman, Kresge had picked up valuable knowledge about the five and dime business. With John McCrory as partner and an \$8,000 investment, a store was opened in Memphis, Tenn. in March of 1897. Only two months later they opened another store in Detroit. In 1899 Mr. Kresge traded his interest in the Memphis store to his partner in return for full ownership of the Detroit store.

After an eight-year partnership with Charles J. Wilson, his brother-in-law, Kresge expanded his operation and by 1912 had opened 85 stores. That year marked the birth of the S.S. Kresge Company and it was incorporated in Delaware.

Kresge
 Rows upon rows of hairpins, scarves and handkerchiefs. A huge sale sign. "CUSHION COVERS FOR 77¢" written in bright red ink. Stacks of note paper, racks of shirts and piles of fountain pens. A spotless glass counter filled with mouth-watering pastries, cookies, pies and cakes. A little boy eagerly waiting for his triple scoop ice cream cone—his mother for her five cent cup of coffee. Store managers busily checking the products and setting up window displays. And behind every counter, a friendly, smiling face.



It started in Kitchener

The Kitchener community was bubbling with excitement. The new 27 King Street West location was ready for business. On May 2nd, 1929 Kresge's first Canadian store opened its doors. Over 45 people employed, 27 departments filled with a wide assortment of 5, 10, 15, 25 cent merchandise and talk of Kresge stores being opened in every major city in Canada.

In the Kitchener Daily Record, opening day specials were advertised. "Come in and see Kitchener's new store. See for yourself the amazing values."

TURKISH TOWELS— 15c Ea.
P & G SOAP 2 FOR 5c
LADIES' APRONS— 15c Ea.

Fifty years of Kresge's friendly, reliable service. That's really something to shout about.
Happy Birthday KRESGE!



OUR STRENGTH IS PEOPLE

Have you ever wondered what makes a huge corporation like K mart tick? The answer is simple. It's people.

People are the power behind everything that happens in K mart. Everyone, including the President, starts in the stockroom, sweeping floors and learning the business from scratch.

Training is based on individual capabilities. Through every step of the program there is guidance from top notch experts. From the stockroom, the trainee moves onto the sales floor and gradually takes on various co-ordinating and managing responsibilities. Being the manager of a store is mandatory before anyone reaches an executive level. At this point they are extremely knowledgeable about every phase of retail business because they have done it all.

You may ask, why should anybody care? We all know that in a large corporation you must work for years before there is a chance of promotion. WRONG! At K mart promotion is based on talent. It doesn't matter how long you have worked for the company—if you're good—we care. Talent is valuable and it is rewarded with rapid advancement.

Harry B. Cunningham, President of K mart Corporation in the United States from 1959 to 1970, rose through the management training program to become the most important innovator and world leader in retail. Cunningham and his management team laid the groundwork for the move into the new and unproven business of discount department stores.

This is our secret. When our employees succeed, then K mart progresses. Our strength is people. That's the policy which makes us a leader in our field!



"Not interested," was Carl Hehn's reaction to a job opening at Kresge.

"The store manager kept saying that when I complete my education I should join the company. But I didn't want to. At the time I was hauling dishes in the store's kitchen and I hated it. I was just there to earn some money for school."

Twenty-four years later, the same man is Director of Sales and General Merchandise Manager for K mart. Mr. Hehn sees K mart as a people oriented company. In fact, he says one of the reasons he joined the company was because of a very helpful and concerned store manager. "I didn't know what retail was all about and he took several hours explaining it to me. "In each of the stores across the country there are so many people who are completely dedicated to the business. They do not mind teaching others. I owe a lot to these employees because they cared enough to take the time to help."

Mr. Hehn is a successful graduate of K mart's training program. After his stint in the kitchen, he moved quickly through many departments and stores picking up valuable knowledge along the way. Before being promoted to his present position, he has been a Management Training Co-ordinator, Buyer and Divisional Merchandise Manager. "People are the key to our growth and the final goal of our staff is the customer. Everything we do relates to finding ways to make shopping easier and more enjoyable."



EDWARD "EDDIE" PROULX'S philosophy is simple. "When people like their jobs, they're happy. If they're happy, they smile at customers."

And who should know better than the man who has opened every K mart store in Canada.

"We are fortunate to have an interested, loyal organization, and this is the reason for our success."

You could say Mr. Proulx started at the top. His first assignment at Kresge, 42 years ago, was to shovel snow from a store roof.

"Like everyone else I worked in the stockroom. Then I became Assistant Manager, Manager and later District Manager."

In 1963 I was appointed District Manager for K mart openings. Those were exciting and challenging times. And except for one year as a buyer, I've been involved with K mart ever since."

For the last 12 years Mr. Proulx has been the Director of K mart stores.

His responsibilities are to see that the stores are productive and established principles are followed.

"I am a very happy person because I enjoy my work. I like to believe that somewhere along the line I have contributed a little to the success of the people I have associated with."



IDA LUCK doesn't attribute her 40 years with K mart to luck. It has been a lot of hard work. But it has also been very gratifying.

"I remember my first day in the Brantford store. I had to wash dishes. I was going to leave, but the store manager asked me to be in charge of the lunch counter. From then on I loved it."

Miss Luck has managed food departments in Toronto, Peterborough, London, Windsor and Montreal. When a new store opens, she assists with the preparations.

"I have helped open 89 food departments and that is where I have gained the most experience."

Now as Associate Food Buyer part of her responsibility is to keep up with changing trends.

"Naturally our food areas have grown in size, but the biggest change has been in the type of food served. Convenience foods dominate the menu. There is something for everyone. You can grab a quick snack at a lunch counter or have a full course meal in one of our large Richmond Room cafeterias."

For Ida Luck, working at K mart is like being part of a large family.

"You know, it's like having a baby, looking after him and caring for his future. It's wonderful."



MARY YOUMANS once said, "When I used to think of 1979 it seemed like the end of the world."

You see, Mrs. Youmans is retiring at the end of this month, after 50 years of service.

Remembering her first day as a sales clerk in Kresge, she admits, "I was scared to death of operating the cash register. Luckily I didn't have to. Coca Cola was having a special and all I had to do was take off the bottle tops and put in a straw."

After graduating from a business course in Shaw College, Mrs. Youmans was given a job in the office. However, the manager asked her to keep working in the store on Saturdays.

K mart will always be a part of her life. "I have worked with good people, and I've really enjoyed it."

For the last 30 years, Mrs. Youmans has been secretary to many of the company's Vice Presidents.

In 1948 the new Carleton Street office was opened. "The corner office of the President was photographed as office of the year. It was a gorgeous building and it has been my home for 30 years. I haven't been anywhere else." And that's our good fortune.

People like Mary Youmans are the backbone of the company.

Cheerful, Interesting and Hardworking

Here are just a few of our long term employees who have contributed to the success of K mart



Trevor Tessier, Automobile Accessories Buyer began his career in a Montreal Kresge store 40 years ago. He has managed many stores and is proud of having managed four K marts in one year.

Lorne Nancekivell exclaims "There's no life like it," after 33 years of service. For the last seven years he has been Buyer of Home Entertainment, Major and Small Appliances.

Anna Berrett has conquered many challenges. "When a challenge is resolved, I feel a terrific sense of achievement."



Guy Trepanier, Buyer of Ladies' Apparel, has made 17 trips to Europe and the Orient. "I've been with the company since 1945 and I've loved every minute of it."

James Keenan has managed Kresge stores across Canada. In his 31 years with the company, Mr. Keenan has worked in New Westminster, B.C., Medicine Hat, Alta., Windsor and Whitby, Ont.

William Towle says he is proud to be part of an aggressive team. He has been Buyer of Health and Beauty Aids, Candy and Jewelry for the last 12 of his 33 years with the company.