

## Official Gives Detailed Information of Department Store Operation

K mart, the big modern discount department store opens on Thursday at 40 Steeles Ave. Since the firm opened its first Canadian variety store in 1929, it has expanded to a network of more than 100 Kresge stores from coast to coast, and now launches its 28th discount department store operation in Canada.

K mart will be competing on a price level. Says Mr. Parker: "We try at all times to maintain a consistently lower price on all our merchandise, including a few well-known brand-name products. The public wants quality merchandise, and we're prepared in every way to satisfy that want."

"Can items found defective or unsatisfactory by the purchaser be returned?"

"Most certainly. We will stand behind all products sold through K mart stores. Satisfaction is guaranteed or money is refunded."

"What is K mart's policy in regard to merchandise?"

"All merchandise found in K mart will be first quality. We have found that the public, in most instances, questions the reliability, or is reluctant to purchase seconds, or substandard products. Therefore, our preference and policy is to sell only the best merchandise in our units."

"K mart has announced that charge accounts will be available in the store."

"Isn't this a costly procedure?"

"Yes, there are some costs involved in offering credit to our customers," Mr. Parker says, "but we feel credit is required by customers when shopping in a department store and is another of the many conveniences of K mart."

"The choice of a site for such a large operation is always an important decision. Why did you select a suburban location rather than a down-

town area for your department store?"

"The answer to this one is complicated, but I will try to reply briefly. By locating our K mart in a suburban area, we are answering the demand of the public for free parking areas while they shop.

The only way to give customers free parking is to go into an area where necessary land is available. Each of our K marts can readily handle approximately 1,000 cars in their well-lighted, paved parking lots."

"How many persons will be employed at K mart?"

"We require about 200 for K mart. With few exceptions, all of the employees are from the area. By the way, we are extremely pleased with the quality of applicants. From those, we were able to select an experienced, qualified staff for the store."

Mr. Parker added that K mart will be open daily except Sunday, from 10 a.m. to 10 p.m.



ALFRED S. PARKER  
President

Mr. Parker, is President and Director of the S.S. Kresge Co. Ltd. in Toronto, Ontario. Since May 1967, he has served as Executive Vice-President and Managing Director of Kresge's Canadian subsidiary.

He worked in many capacities before his promotion to Director and Vice-President of Store Operation and Personnel in May, 1958. In 1961, he was elevated to Vice-President and Director of Merchandise and Sales.

Mr. Parker became store Manager in Port Arthur, Ontario, in June, 1930, four years after joining Kresge's. He managed several stores until 1951, when he was appointed Superintendent. He became a Buyer in 1956.



E. P. PROULX  
Director of

K mart Department Stores

Mr. Proulx was born in Montreal and has been associated with the S. S. Kresge Co. for 31 years. He has a complete knowledge of merchandising acquired all across Canada in many Kresge stores. Mr. Proulx was district manager for K mart stores, also was a buyer for the S. S. Kresge Co. Ltd. He was initially connected with K mart in 1962 when he supervised the opening of the first Canadian K mart. In 1967 he was appointed Director of K mart Department Stores.

### Kmart GUARANTEE OF COMPLETE SATISFACTION

One of the unique features of the new K mart store is a guarantee of Complete Satisfaction-OR-Money Refunded. K mart customers can return Any and All purchases at any time for exchange or refund without exception. No matter what you buy — no matter what reason — you can return your purchase at any time and receive a full refund.

Established customers of existing K mart stores have found this "Complete Satisfaction" guarantee an assurance that K mart merchandise will be of highest quality at all times, and capable of top performance. It is common knowledge that K mart stores stand firmly behind this assurance and failure of any product to live up to expectations will result in the immediate refund of your money.

### K mart AUTOMOTIVE CENTRE FEATURES 3,000 PARTS AND ACCESSORIES

K mart's proud statement of fact is that within its walls everything is available—from turkeys to tires.

Its Automotive Centre is staffed by licensed mechanics who utilize only factory approved parts. Almost 3,000 accessory items are available for your automobile—but don't worry—if you should require 3,000 new parts we'll suggest you sell that auto!

K mart's Automotive Centre is entirely original in concept and is yet another indication of the organization's determination to satisfy customers in EVERY area.

The services in the Automotive Centre include mounting of new tires—even mag wheels like those used on Indy race cars—brake adjustment, muffler fitting and special batteries.

The addition of an Automotive Centre to K mart reveals a whole new concept in marketing. K mart introduces pleasure to shopping. All auto parts and services are backed by K mart's famous guarantee, satisfaction guaranteed or money refunded.

payments. Once opened it runs from month to month. You never have to pay the balance in full. As your balance increases your payment increases; when your balance reduces, your payment re-

### You Do

When you receive your K mart credit card, you are ready to shop. When shopping, simply present your credit card to the cashier who

thirty-day period ending with your statement date. This makes it easy for you to check your bill.

A small service charge based on last month's balance, less payment and cred-

service charge. Payments on the account can be made at your K mart or Kresge store. K mart Time Payment Plan is also available for large purchases, where you can have up to 36 months to pay.

Mail this application to S. S. Kresge Co. Ltd., 7 Carlton St., Toronto 7, Ont.

MR <input type="checkbox"/> MRS <input type="checkbox"/> MISS <input type="checkbox"/>	LAST NAME	FIRST NAME	AGE IF UNDER 21	WIFE'S FIRST NAME	NO. OF CHILDREN																								
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I understand that a Service Charge will be added to my account each month based on my previous monthly balance less payments or refunds as follows:																													
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In consideration of opening a 30 Day Charge Account or Budget Account in my name, I agree to pay the full balance owing upon receipt of my monthly statement with no service charge . . . OR . . . To pay the minimum monthly payment as shown on my statement, including your current rate of service charge of which I have received a copy.																													
WIFE'S SIGNATURE	DATE	HUSBAND'S NAME OR SIGNATURE IF SINGLE		DATE																									
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## Kmart STYLE

The perfect way to complete an outfit is to select your fashion accessories at K mart. Handbags and purses in every shape, colour and size are on display, along with a complete selection of scarves, hats, gloves and shoes—in fact, everything necessary to co-ordinate you from head to toe.

Take your time and browse around. You will be able to choose from the most advanced styles and designs in fashion's most popular colours.

## Kmart's "BUY CANADIAN" POLICY HELPS BOOST COUNTRY'S ECONOMY

"Made in Canada" labels appear on 92 per cent of the merchandise in the new Kmart store.

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The merchandising policy of K mart requires buyers to seek out Canadian products where available and — with

other factors being equal — give first choice to those items over imported goods.

The K mart shopper will be pleasantly surprised at the quality and diversity of Canadian made products on display. This policy is not simply

a reflection of the company's patriotism. It is part of a continuing endeavor to help stimulate the economy of our nation and in turn, the economic health of the community in which K mart is located.