

1/31 - Final copy furnished Raymond Loewy Corp.
Remodel - Graceland Store (#22) 8/60

Wayne E. Brown, president of Big Bear Stores Company, 31-unit food chain with general offices at 770 West Goodale Blvd., Columbus, Ohio, announced the formal opening of Big Bear's new "store of tomorrow", August 10, 1960, at the Graceland Shopping Center in Columbus, Ohio. Featuring the new low "open look", this newest Big Bear is the largest supermarket in Ohio (over 40,000 square feet of floor space), and is the result of many months of planning by Mr. Brown, Big Bear officials, and the Raymond Loewy Corporation of New York, internationally famous designers and consultants.

This new store is another triumph for Mr. Brown and a tribute to his vision and foresight which have made him one of the leaders in the food industry.

In any discussion of the supermarket industry as it is known today, the name of Wayne E. Brown, president of Big Bear Stores Company, looms large as a symbol of modern grocery retailing. Mr. Brown is truly one of the pioneers of the "supermarket idea", and the company he has built is indeed eloquent testimony to his vision, fortitude, and energy.

Mr. Brown's successful career in grocery retailing started in the mid-twenties with a large national retail food chain in Detroit, Michigan where, in a few short years, he was serving in an executive capacity.

World War I had forced most industries to streamline their business, their factories, and their methods in order to achieve increased production and service to the nation. The food industry, particularly food distribution methods, had lagged far behind. The need was apparent--the opportunity for a man with a vision. A man with the energy to implement that vision was at hand.

In 1933, Mr. Brown, with others, turned his complete attention to the improvement of the retailing end of the food industry, and in 1934, he opened an entirely new type of food store....a "super" food store without clerks behind counters...in fact, without counters....a huge store where thousands of shoppers could make their selections from great stocks of food, as compared with the few hundred shoppers who could be served in the ordinary grocery store of that day.

Columbus Business - Big Bear

Like most retailers, Mr. Brown knew that the biggest single requirement for a successful operation was customers, and Big Bear's success stems from his sense of responsibility and service to the customer and his knowledge of what customers want and demand.

Big Bear was born big in the depression days of 1934...the first big supermarket in the midwest and the biggest single supermarket in the U.S.A. When that first Big Bear Supermarket--converted from a large, unoccupied dance hall opposite Ohio State University stadium in Columbus, Ohio--opened its doors, it was an instant success. Everything the customer wanted was there--top quality, largest selection of nationally advertised merchandise, courteous personnel, money back guarantee, lowest possible prices, and above all, service to those millions of customers who came for miles to shop and save at the biggest, most convenient grocery store they had ever seen. From that big, that "super" beginning twenty-six years ago, Big Bear has enjoyed remarkable growth in all ways--numbers, sales, and profits.

Mr. Brown and Big Bear are sparkling highlights in the story of America's biggest business--the food industry. The universal and constant demand for food to feed an expanding population makes this "super" industry one of the most stable in the world. As Mr. Brown pioneered efficient mass merchandising and distribution of foods twenty-six years ago, he is today taking up the challenges of the future with a brand new concept of what today's and tomorrow's customers need and demand.

Since the first store, Big Bear has carried complete drug and prescription departments in many stores and for twenty-seven years have realized the importance of such merchandise and service. Big Bear has featured hardware, sundries, and soft lines in many stores for fifteen years. Though many types of layouts, fixtures, etc. for general merchandise have been utilized, Big Bear feels this new store design presents a better concept of merchandising of such items to the public.

What does today's customer...and what will tomorrow's customers...want and demand? At the threshold of the "space age", the increased tempo of life affects us all, and the supermarket retailer, the distribution center

of the world's largest industry, must be the first to adjust to, and meet the challenges and demand of, the times. The efficient utilization of space has long been a focal point of the successful retailer's attention, but this "space age" of today and tomorrow adds problems and, fortunately, new opportunities. Higher costs, competition, increased production, and new products keep space and cost of space a problem of top priority in every supermarket. An expanding economy, a constantly increasing standard of living, and a population boom keep the demand for foods and goods ever present. Thus if the retailer can "get his share" of that demand--~~buying customers~~--his operation will be successful. How does he expect to get his share? Through all the techniques of advertising, display, and merchandising he has successfully used in the past and the new ideas he must promulgate for the future, he must get his message across to the potential customer. Is that message just about low prices, top quality, national brands, carry-out service, free parking, wide selection, and friendly, courteous service, to name a part of what the retailer can offer? It will take all of these and more, too.

Big Bear's business was built on the rock of "service to the customer", and service to the customer's needs and demands is the rock on which the future of the company will be built. Big Bear's first supermarket brought a new idea...a new concept of the utilization of space, of service to the customer...to the midwest. The time was ripe, the need was there, the idea sound, and so this new concept became the success it is and changed from the new to the established, the practical concept.

To meet the demand of today and tomorrow, Mr. Brown felt another bold new concept with still more emphasis on customer convenience, service, and comfort should be developed. Accordingly, he has been working with the Raymond Loewy Corporation of New York in an effort to devise a practical plan. Progress and interest in the development of a workable pattern was heightened when Super Market Institute, of which Big Bear is a member, hired the Loewy Organization to make a detailed study of supermarket operations throughout the country and to report its findings to the Institute. The Loewy report to the Super Market Institute was published by SMI as a guide to supermarket operators

to illustrate the designs developed by the Loewy Organization after a thirteen-month study on the merchandising and display of general merchandise and perishables.

Through the efforts of Mr. Brown, Big Bear, SMI, and the Loewy Organisation, this bold new "open center" concept designed for the "store of tomorrow" was born. To implement this new idea, Mr. Brown decided to remodel Big Bear's 40,000 square foot Graceland Supermarket in the Graceland Shopping Center located in the northern section of Columbus, Ohio. Its location was ideal to test and evaluate this bold new idea. First opened in July of 1954, this unit has been highly successful. The center itself, is located in one of the better income sections of the city and is readily and easily accessible to all areas adjacent to it. An excellent system of streets, roads, highways, and expressways makes it a shopping mecca for thousands of families, metropolitan, suburban, and rural.

In 1958, this supermarket was remodeled and the large Hart Junior Department Store (owned and operated by Big Bear) next door was incorporated with Big Bear into one large (over 40,000 square feet) one-stop shopping supermarket featuring groceries, perishables, home furnishings, hardware, toiletries, tobacco, health and beauty aids, soft goods, and clothing.

Here, Mr. Brown felt, was the logical place to build the store of tomorrow. It had location, space, parking, and population. It could be built, tested, and evaluated from every angle.

Let's look inside Big Bear's new "open center store of tomorrow" and see what "makes it tick"... An exciting scheme of twenty-two beautiful colors artfully blended in walls, signs, fixtures, and floors, plus the latest in lighting, enhance the over-all dynamic effect of this dramatic new store plan. Gone are the long lines of high, stacked groceries spread out over the entire center of the store. Mr. Brown has long advocated a need for relieving the congestion caused by long gondolas of dry groceries in the center of the store. Instead, the center of the store is low and open. Emphasis on perishables, meats, produce, frozen foods is achieved by placing these departments in the low silhouette, open center of the store in novel arrangement. Merchandise is divided into separate, logical department classi-

fications. A shopper can, immediately upon entering the supermarket, see all around the store, find the department of his or her choice, and shop easily and quickly. Once in any department, the customer is shielded, protected from the ebb and flow of store traffic. Wide aisles, attractive displays, invite easy, leisurely shopping, and delightful, year-round air conditioning adds to shopping comfort. Each department is developed into a self-contained, logical and well-defined department to create maximum impact for merchandise and maximum convenience for customers. This has been accomplished without crowding and cluttering. These distinctive departments give the customer the feeling of a world of merchandise to shop from at her very own convenience.

Interior valances, wide-arch facades, graphic signing along the perimeter walls, over department gondolas, establish definite department areas without barriers and without impeding the smooth flow of traffic. Mr. Brown has long urged such fluid flow of traffic by the elimination of barriers between departments--particularly between foods and general merchandise. Interior color styling, specialty shop atmosphere, dramatize departmentalization, the feeling of being apart from the whole of the supermarket.

The grocery section, completely departmentalized, retains its importance even though moved to one end of the store, and features a wonderful new "easy-to-shop-plan". When the customer comes to the end of a dry grocery gondola, she finds a wall of dry groceries instead of the congestion of the meat department. Many customers expressed pleasure at the quiet of this separated grocery section. Some said it was so much easier to shop and to come to a decision in the selection of items. Moving grocery gondolas away from the meat department has greatly relieved traffic there. There is more opportunity to shop and compare meat cuts without the interference and noise of grocery department traffic. This new design has enabled Big Bear to enlarge the meat, dairy, and produce departments by approximately one-third.

Two exits and entrances permit easy, fluid flow of traffic and a unique, centrally located parcel pick-up door prevents extra jamming and congestion at the exits and entrances.

Fourteen automatic electric check-outs are centrally located between the two entrances and exits for speedy, efficient customer check-out. Whether you shop the entire store or just one area, you save time because you check out just once.

Featured in Big Bear's new Graceland "store of tomorrow" are: a frozen food center; a packaged grocery department for groceries alone to simplify shopping for staples; special produce and meat departments and a complete home center. Included in the home center is: a tobacco shop; a cosmetic bar; infants' wear; men's and boys' clothing; women's sports wear; lingerie; home furnishings; glassware; pots and pans; toys; games; plants; garden tools and special seasonable sale items to lend a variety and interest to the selling areas.

In such a store plan, the Loewy Organization feels the customer gets what she wants...a strong, food image and appetite appeal combined under the same roof with the convenience and merchandising excitement added by general merchandise.

Preliminary customer reaction to this new store design from Big Bear customers weeks prior to official store completion indicates the success of this new store design. Mr. Brown made the following observation after talking to customers in the store, "It would appear, from our first impressions, that the old stereotyped layout of groceries in the center of the store, and perishables around the walls, has seen its best days and will be replaced by this new concept of store design, especially in the larger supermarkets where many departments can be featured."

This innovation is another step forward in Big Bear's continuing policy to search for and obtain methods and techniques that enable the company to better serve its customers.