



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1979

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Is there a store where the customer really comes first?

Here's what Sears shoppers say...

"My father had a Craftsman wrench that broke. I brought it back to Sears. They saw the Craftsman insignia. They gave me a new one. No questions asked. No hassle." Darrel Creighton

"I think Sears takes care of their shoppers, they don't give you any problems in exchanging things, they have good quality items, and they have reasonable prices. Sears is a good place to shop all the way around." Celestine Hunter

"The employees at Sears are extremely helpful. People aren't climbing all over you, but if you need help they're very nice instead of trying to oversell you." Balaam T. Elliott, Jr.

"I enjoy shopping at Sears because the clothes are stylish and very easy to take care of. And the salesladies ask 'May I help you?' because they're interested in what I want to buy." Gloria Robinson

"With four kids I have to have something that's long lasting and dependable - and Sears products are just that." Ray Ford

"I have a Sears charge in Alabama so I can make purchases nationwide. When I'm in Ohio I can stop there and make charges at Sears. It's just great." Geraldine Thompson

Sears
Where America Shops
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Testimonials:

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