

PELL'S

RADIO, TV & APPLIANCE

Dear Valued Customer,

As many are aware Pell's Radio Appliance and TV had a humble beginning. Founded by Harvey Pell in 1925 Pell's provided the gateway to new technology that modernized family life through the generations. The business was taken over by Harvey's colleague John Putvin Senior and his wife Norma in 1975. Pell's served the Cadillac community over the years with a reputation of professionalism, integrity and the highest level of service. Pell's has demonstrated a commitment to family throughout the legacy of the Putvin and Pell families as well as the many valued employees that have served their customers in the Cadillac area for 93 years.

It is with our deepest regret we share with you that the time has come to close our retail store and transition our heating and cooling business to a local service provider. Our ability to provide competitive pricing and a level of service that built our reputation in the retail sector has been compromised by volume competitors, changing times and the inability to maintain a service workforce that is skilled and reliable. Norma Putvin, John Jr. (Johnny) and Rick have been forced by these circumstances to make this most difficult decision to close. This will end an era and the story of hard work and success built by John Putvin Sr. and his family.

In the months to come we appreciate your understanding as we transition out of the retail store. We intend to remain open into December with our current staff intact. We will take this time to liquidate our inventory and store fixtures.

Through our affiliates in the business we will support our displaced staff in their search for suitable work.

Pell's Heating and Cooling Department will transition immediately to Advanced Mechanical Services LLC, (231-829-9533). Advanced Mechanical was established in 2007 and specializes in, residential heating, air conditioning, plumbing and commercial refrigeration. We anticipate a seamless transition with no interruption of service to our customers. Advanced provides a high level of experience, professionalism and customer satisfaction and Pell's is pleased to be able to work with a local service provider of this quality to meet the needs of our customers.

Our store will be closed on Monday, September 17th in preparation for liquidation of our current inventory.

As we close this chapter of a very long, prosperous and fulfilling book, we thank you for your support through it all. Pell's has been a Cadillac landmark and well-respected in the industry. We are honored to have had the opportunity to serve your family through the generations and feel blessed beyond words by your loyalty.