

PENNEY BUILDING IS CREDIT TO FIRMS WHO ERECTED IT

Modern Features in Store Construction Used for the First Time in Torrance; Local Contractors Help in Work

Credit for the erection of the beautiful new store building for the J. C. Penney Company in Torrance should be given to Sidney J. Babcock, general contractor, and a group of sub-contractors, whose reputations for good workmanship and dependable materials has been recognized by the J. C. Penney Company.

The new store building embodies everything that is new and modern in scientific store planning and construction, and introduces many new features for the first time in Torrance.

There is no wood construction on the front of the building. Copper, galvanized iron and tile are used

THE BUILDERS

- General Contractor—Sidney J. Babcock, 201 North McLay, Santa Ana.
- Electrical Work—Torrance Electric Co., 1419 Marcelina Ave., Torrance.
- Plumbing—Torrance Plumbing Co., 1418 Marcelina Ave., Torrance.
- Lumber—Mullin-Hayes Lumber Co., 1752 Border Ave., Torrance; Bear State Lumber Co., 3229 E. Anaheim St., Long Beach.
- Hardwood Floors—Callaham Bros., 307 Wright St., Santa Ana.
- Millwork—Santa Ana Lumber Co., 4th and Artesia Sts., Santa Ana.
- Brick—Atkinson & Duclos, Western Ave. and 176th St., Gardena.
- Tile Front—M. D. Moffitt, 1200 Redondo Ave., Long Beach.
- Painting—A. J. Mitchell, 1932 Tilson Drive, Santa Ana.

exclusively in the front. The tile is of an uncommon variety, manufactured by Robt. Rossman, a New Jersey manufacturer of front proof tiles and one of the oldest firms in the tile business in the United States. New specifications of J. C. Penney Company store, according to Sidney J. Babcock, general contractor, require California tile products.

The original building plans called for pine floors throughout, but after careful study, the owners of the building decided to use clear maple flooring laid on full wood joists with a two foot clearance from the ground. This will prevent dry rot and any possible danger of termite infection.

The roof is a nationally advertised brand and carries a long guarantee.

The new building is 30 feet wide by 140 feet long. There is a mezzanine 35 feet by 30 feet, and an office balcony, 17 feet by 30 feet.

Details of the interior of the J. C. Penney Company building are given in another story in this section of the paper.

In commenting upon the construction of the new building, Sidney J. Babcock, general contractor said, "Owing to the fact that we were unable to obtain some of the materials and crafts in Torrance, it was necessary to go out of the community to get them. However, it is the policy of the J. C. Penney Company to require the general contractor who secures the job to give everything possible to the community in which the building is being built, providing of course, that all things are equal as to price and quality."

Elegant New Store Enhances Torrance

(Con. from Page 1, This Section)

On the left at the head of this aisle is the hosiery department. A display cabinet at the head of the aisle is decked with fine hosiery. Additional fine hosiery and more of the more every-day variety is found on the shelves behind the counter along the aisle. Women's and children's hosiery are included.

Other Departments

The next one encountered is the piece goods department, stretching the entire length of the room. First are silks, then woollens, then wash goods and then white goods. Toward the rear are sheets, sheeting, towels and outtings.

At the rear is a greatly enlarged department devoted to a complete line of draperies and beddings. Comforters, pillows, blankets and fine draperies are featured. They are displayed on shelves and counters.

On the Mezzanine

Continuing to the mezzanine floor the ready-to-wear department is reached. This department is fitted with high quality linen carpets, soft and durable. In the center of the large room on the second floor tables carry displays of millinery. The walls are lined with display cabinets. At one side is a row of rooms where fittings can be made. Near the center is a special four-sided alcove mirror. This mirror contains three sets of glasses, so that three persons may use it without crowding. The glasses in each compartment are so arranged as to give views of the garment from several angles.

Throughout the entire building an unusually adequate lighting system is used. The lighting was arranged after scientific study had determined the number, location and size of electric lights that would give the maximum effect.

In addition to electric lights, a number of skylights and windows provide good sunlight. In the piece goods department, in particular, an unusually large skylight has been provided. These allow sunlight for the matching of colors. The entire building is very adequately ventilated. It is heated by

steam. The ceilings are of steel and are strongly built. Every possible safety factor has been provided.

Fast Cash System

A carrier system for handling cash with seven carriers has been installed. This new system is among the most modern.

Penney Merchandise

More than 76 per cent of the merchandise handled in the store bears the J. C. Penney Company label, according to Buffington. This means that the merchandise has been manufactured under the direct supervision of the company, insuring uniform quality, he explained.

The display windows at the front of the store are particularly noteworthy and among the finest in Southern California.

Buffington Sees Big Future in Torrance

(Con. from Page 1, This Section)

sible to do so, all labor on the construction work is contracted for among local builders, as it is the policy of the J. C. Penney company in all matters to co-operate with local interests wherever possible.

"We consider our stores to be an asset because they endeavor to bring constantly better values to the community; they furnish regular, dependable employment to local residents; they advertise heavily in local newspapers, and they are important factors in local community progress.

"A manager is not only expected to serve his community through the efficient management of his store but also to represent the J. C. Penney Company in the various civic activities furthering the development of the community. The success of the store he manages and in which he is co-partner, is bound up with the progress and development of the community, forward which the organization makes every effort to contribute."

Mr. Buffington extends a cordial invitation to the public to attend their formal opening Thursday evening from 7 p. m. to 9 p. m., and all day Friday and Saturday.

BUILDERS WE

"IT'S DONE" . . . the job from foundation to the final touch of workmanship, that has brought to the people of Torrance and surrounding communities, a store of which every-one should be proud. As BUILDERS WE . . . are very happy to have participated in our particular work in the building of . . .

The New Store Building For The J. C. Penney Company, Inc. At Torrance, Calif.



"When Better Electrical Work Is Done . . . We Will Do It!"

Prompt Service

and attention to the job completed our work on the new J. C. Penney Company, Inc., store in record time.

Torrance Electric Shop

1419 Marcelina Ave. Telephone 567



"Builders We!"

May the beauty of the new American Eucastic Tiling give as much pleasure to every one as has the doing of the work on the

J. C. PENNEY COMPANY, Inc.

store front given to us

M. D. MOFFITT

TILE

Phone 324-379

1200 Redondo Ave. Long Beach, Calif.

I Wish Every Success To—

MR. F. M. BUFFINGTON
Torrance Manager

J. C. PENNEY COMPANY, Inc.

and

SIDNEY J. BABCOCK
General Contractor

A. J. Mitchell
PAINTING CONTRACTOR

Telephone 1552-J
1932 Tilson Drive Santa Ana, Calif.

"STANDARD" FIXTURES and Plumbing Work Installed

in the

J. C. PENNEY COMPANY, Inc.

new store by

Torrance Plumbing Company

F. L. PARKS, Prop.

1418 Marcelina Ave. Phone 60-W

Millwork Is Important

Through long standing business association with Mr. S. J. Babcock, general contractor, we furnished the complete mill work for the very representative

J. C. PENNEY COMPANY, Inc.

store in Torrance

Torrance, the constructor and the Penney Corporation are to be congratulated on this new link in its merchandising system.

We are pleased to have had a part in the work.

Santa Ana Lumber Company

Fourth at Artesia Santa Ana, Calif.



BRICK

USED in the new

J. C. PENNEY COMPANY, Inc.

BUILDING

Is a Home Product Made at the

Atkinson and Duclos Brick Company

KILNS
Western Avenue at 176th St. Phone Gardena 897

Best Wishes For Success TO THE

J. C. PENNEY COMPANY, Inc.

and

F. M. Buffington
Torrance Store Manager

Mullin-Hayes Lumber Co.

1752 Border Avenue Phone 61

SUCCESS TO

J. C. Penney Company, Inc.

AND

Sidney J. Babcock
General Contractor

CALLAHAM BROS.
HARDWOOD FLOORS

Phone 764-R
307 Wright St. Santa Ana, Calif.

CONGRATULATIONS

and

BEST WISHES

to

Sidney J. Babcock
Contractor

and

J. C. Penney Company, Inc.

Bear State Lumber Company

Lumber and Building Materials
Phone 312-31
3229 East Anaheim St. Long Beach