

### Service Experts Offer Help in Dozens of Lines

Dozens of services are available to customers at the new Sears, Roebuck and Co. store in Torrance. The list runs from expert fitting of corsets to helping arrange a new kitchen in the home. Homemakers find the home service department well-nigh indispensable. The decorating consultant, for example, will call at the customer's home with samples of drapes, slipcovers, upholstery fabrics, or even rugs. Requirements, Sears experts will make up the slipcovers, bedspreads, cornices or other equipment needed. For those desiring to redecorate, remodel or build a kitchen, Sears will prepare a planning sketch. "We service what we sell" is a well-known Sears motto. A company-wide service system functions to install refrigerators, television sets, stoves, home laundry equipment and other appliances, and to maintain this equipment in first class condition once its in the home.

At the local Sears service station, company employees install Allstate batteries, tires and tubes on customers' cars. Under present policy tires are rotated by station personnel every 5000 miles to provide maximum wear.

### Bell Exec Given High Ryan Post

John W. Rane Jr., formerly director of engineering and sales and assistant vice president of Bell Aircraft Corp., has been named director of military relations for Ryan Aeronautical Co.

### Sears Catalog Notes Store's Great Strides

Customers of Torrance's new Sears store will be able to order from Sears catalog items not regularly carried in the store. A comfortable catalog shopping department makes it simple to buy from the "wish-book" of the nation. The story of the book upon which the catalog department is based is probably incomparable in all of publishing history. It is a story of enormous progress in printing and the allied arts, from the early handset days to multiple-magnified machines, from the Cottrell flatbed to the giant rotary press.

AND IT IS A story of historical import. When Mark Sullivan, for his "Turn of the Century," sought some manner of re-enactment of the habits and customs of the people of the United States over a 35-year period, he turned to the files of Sears' big general catalog. Later he wrote that nothing he had received from any other source gave him more valuable information for his book. As a reference work, the Sears catalog has been used by scores of authors and by all of the motion picture studios. Catalogs of yesteryear not only show that a certain style or item was popular during a certain period, but the amount of popularity each item enjoyed can also be determined by the amount of space devoted to it.

BECAUSE THEY accurately reflect the styles and furnishings of bygone years, the old catalogs are frequently used by producers of Broadway shows and Hollywood movies. Walt Disney is the proud owner of the most complete set of old catalogs on the West Coast and consults them frequently for styles and ideas. In addition to recording the American merchandising scene over the years, these catalogs represent the work and efforts of thousands of Americans. Edgar Rice Burroughs, the author of the famed "Tarzan" series, was at one time a copywriter for Sears catalog. Norma Shearer, Jean Arthur, Gloria Swanson, Frederic March, Joan Caulfield, Susan Hayward, Anita Colby, and Lauren Bacall all graced the pages of Sears catalogs as models in past years.

LEAFING THROUGH the catalog of the Gay '90s the reader will find bosom boards, celluloid collars, mourning handkerchiefs, Prince Albert suits, goat skulies, and a wide selection of ornate mustache cups. Prices in "The Good Old Days?" Well, for example: artificial glass eyes for horses at \$5, a 10-pound pail of salt trout at 85c, a custom-tailored men's suit for \$11, buffalo-hide coats were \$23.50, a vacuum bust developer sold for \$2 and five-piece parlor suite was priced at \$22.95. In the field of fashion, though, many of the so-called "old styles" are back with us today.

PORK-PIE HATS for men were featured in 1910—and within the past three years have returned to the American scene. Cuckoo clocks have also reappeared in the latest catalogs—after having first been listed in 1894. Fashion accessories today a part of every wardrobe are reflected in a new light in these old books. Silk stockings first appeared in a catalog of 1912—with the stern admonition to purchasers to "treat them carefully." Pajamas were first carried, for men only, in 1899, found no takers, and disappeared until 1908, when they returned to stay. It wasn't until 1924 that Sears dropped white duck covered wagons from the catalogs and while harness and saddlery occupied 31 pages in 1907 it takes only one page in the 1959 catalog. Buggies, which occupied 22 catalog pages in 1896 had disappeared by 1933 and the first talking machine was listed in 1898.



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