

New Sears Store Now Open in Del Amo Center



THE NEW SEARS-TORRANCE... Attractive main Sepulveda Blvd. entrance to Torrance's new Sears, Roebuck and Co. store



near the southwest corner of the Del Amo Center, is pictured in photo at left; on right, an angular view of the immense new

Sears store shows its exposure at its southwest corner, looking left, along the Hawthorne Ave. side.

Greatest Audited Circulation In the Torrance - South Bay Area

Torrance Herald

OFFICE AND PLANT AT 1619 GRAMERCY AVE., TORRANCE

TELEPHONE NUMBER

The telephone number for all departments of the new Sears-Torrance store is FRontier 3-3211.

Customers who wish to place catalog orders by telephone, or obtain information on catalog merchandise may also call FRontier 3-3211.

Sears-Torrance store will remain open for the convenience of families wishing to shop together until 9:15 p.m. Monday, Thursday and Friday evenings.

Except opening day, when hours will be 9:30 a.m. to 9:15 p.m., regular hours Tuesday, Wednesday and Saturday will be 9:30 a.m. to 5:30 p.m.

(Sears Grand Opening Section)

TORRANCE, CALIFORNIA, THURSDAY, OCTOBER 1, 1959

12 Pages

SEARS-TORRANCE HAILS FORMAL OPENING WITH RIBBON CUTTING

Store Set Up For Shoppers

With 52 complete departments, ranging from children's and infants' wear to housewares and home furnishings, the new Sears in Torrance is complete in modern and varied merchandise ready for the shopper.

"Special effort has resulted in a departmental arrangement that permits customers to find their desired items in the least time and with the most convenience," according to Wayne Crandall, non-durable goods merchandise manager for the new retail store.

A COMPLETE ready-to-wear department offers all types of women's and misses' wearables, and adjacent is a new and specialized department for the teen-age fashions. Spacious fitting rooms are provided.

Charmode corsetry is featured, with large selections of two-way stretch, boneless and specialty garments, in addition to large stocks of brassieres of all figure types.

Shoes for the whole family are well displayed. The newest styles and prices for all budgets are shown.

THE BOY'S department will interest parents wishing to see wide assortment of the newest things at money-saving prices, while the men's furnishings and work clothing sections will take good care of Dad's requirements.

Sportsmen of the area will enjoy browsing around the big sporting goods section. Here they will find everything needed to take advantage of the good fishing and hunting found in this part of the country.

SEARS HAS long been famous for offering fine values in automotive supplies. The famous Allstate tires and batteries will be sold in the automobile section and, along with seat covers and small accessories, will be installed in the large

service station. Sears famous Allstate automobile oils will also be sold, and changed in the service station.

If the customer has shopped the store, and still hasn't found just what is wanted, the catalog department is strategically located to take care of all the company's latest catalog merchandise offerings. Orders are written here, dispatched to the filling points without delay, and the merchandise is then rushed to the customer's home, or to the store for customer pickup there.

Special orders can also be written right in the department where the customer is shopping, since each department in the store has the various catalog offerings available for customer inspection.

City's New Sears Store At A Glance

The new Sears shopping center at a glance—

Location: 22100 Hawthorne Ave. (at the intersection of Sepulveda Blvd. in Torrance, the Del Amo Shopping Center)

Property area: 23-acre site
Sales area: 129,689 square feet

Gross store area: 283,893 square feet

Merchandise departments: All 52 merchandise departments on the ground level

Employees: Opening force of 1200 employees

Special facilities: Service station, catalog order desk, snack and patio shop, gakettes, free parking.

Store hours: 9:30 a.m. to 9:15 p.m. Monday, Thursday and Friday; 9:30 a.m. to 5:30 p.m. Tuesday, Wednesday and Saturday.



K. R. BARTON
... District Manager

Barton Is District Manager

The Los Angeles District Manager for Sears, Roebuck and Co., and the man who is ultimately responsible for supervising 14 stores of the largest type operated by the firm in the greater metropolitan area, is K. R. Barton.

Sears-Torrance is the newest, and one of the largest, to come under Barton's jurisdiction in his 30 years with the company.

Intent upon providing Torrance with a retail store that would serve as a model of modernity in every way, Barton has devoted much of his time for the past year to the culmination of the local Sears project.

BARTON STARTED his Sears career in 1929 as a trainee in the receiving room of the company's store in Grand Island, Nebr. A year later he was made assistant manager for Sears in Hutchinson, Kans. Since 1934 he has been with Sears' Pacific Coast organization, consecutively serving as store manager at Riverside until 1936; Phoenix, 1936-40; Pasadena, 1940-42, and Hollywood, 1942-45. In 1945 Barton was promoted to management of the company's California district, which at that

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Color Is King At New Sears

The interior of the new Sears, Roebuck and Co. store at the Del Amo Shopping Center in Torrance can best be described in one word: COLOR.

It is one vast, pleasant adventure in color, various tints of blues, greys, greens, reds and yellows, each with a story to tell and a definite mission to accomplish.

IN FACT, there are more than 174 different colors in use within the store on settings, wall space and display fixtures. These are Sears colors and are available to customers.

"We at Sears appreciate that people like colors," explained John Lowe, manager of the new store. "Scientifically applied in our homes, work places and shopping centers, colors provide a tremendous psychological lift."

Lowe said that Sears has

conducted extensive research in the past several years to find hues to which customers and employees will respond favorably. In the Torrance store are incorporated the latest findings of the long study.

A TOUR OF the store indicates how the various colors go about their duties of "illustrating" or highlighting merchandise and performing "service" functions in a quiet but forceful manner.

Besides its selling functions, Lowe pointed out, color assists with customer traffic within the building by identifying silently such service areas as entrances, exits, and stairways. These are soft blue-greens and grays.

Color is indeed an important phase of Sears' effort to present a fresh and original approach to the art of displaying merchandise.

J. G. Lowe Heads Local Store Staff

The man who holds the management reins of the new Sears-Torrance store, one of the largest of the firm's retail units, is John G. Lowe.

Lowe's Sears career started in October, 1946, as a trainee on the company's program for college graduates at the Long Beach store. Early in 1948, Lowe received his first supervisory assignment when he was made manager of the shoe department. Just one year later he was again promoted and became merchandise manager for non-durable goods at the Long Beach store.

HIS KNOWLEDGE of the "soft lines" won him another rapid promotion in only three and one-half years. In July of 1952, Lowe was called by K. R. Barton to join his merchandising staff. In his new and expanded assignment, Lowe was responsible for planning and coordinating all the promotion-



J. G. LOWE
... Sears-Torrance Manager

al efforts of Sears in metropolitan Los Angeles for 12 merchandise departments, men's

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A. T. CUSHMAN
... Vice President

Cushman Veteran At Sears

Among the dignitaries at the ceremonies which officially opened the new Sears-Torrance store, and perhaps the person wearing the broadest smile, was Austin T. Cushman, vice president and head of Sears, Roebuck and Co. on the Pacific Coast.

Mr. Cushman, as an officer and director of the company, has charge of all Sears operations in California, Arizona, Nevada, Utah, Washington, Idaho, Alaska, Oregon and Hawaii.

HE IS A native westerner who began his Sears career in 1931 as an extra salesman in the men's clothing department of the Oakland, Calif. store.

Cushman's interest in his company's expansion move in Torrance is made more keen by the fact that he once supervised the retail group in which the Sears store is located. Before being elected vice-president he had charge of the company's Los Angeles Group from 1945 to 1949, and from this position was elevated to territorial vice-president, and has served with the company in his present capacity for nine years.

"MANY YEARS ago," Cushman said, "I was

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Top Officers At Ceremony

Preened and primed for its formal bow to the public, Torrance's gigantic new Sears, Roebuck and Co. store in the Del Amo Shopping Center opened its doors at 9:30 a.m. yesterday following short dedicatory ceremonies which started at 9:20. Staffed by a force of 1200 employees and stocked with merchandise on an area totaling more than six acres in size, the new retailing enterprise became one of the largest operated by Sears in the entire nation.

It has been built by Contractors Hilp and Rhodes on a 23-acre site with parking for nearly 2000 cars on the Sepulveda Ave. and Hawthorne Ave. corner of the Del Amo Center.

Stepping inside the huge new Sears store in Torrance, the visitor was given an immediate impression of striking spaciousness. The vast interior seemed to stretch limitlessly in all directions. The softly variable, warm colors of the main departmental areas blend in harmonizing hues. Overhead, slimline fluorescent lighting, accented by incandescent spots, shed a glow of beauty on the massive stocks of merchandise displayed so trimly in fixturing arrangements created exclusively for the new store.

THE INTERIOR floor planning layout has placed adjacent to each other three great groupings of related merchandise departments. On the Hawthorne Ave. side are the divisions carrying goods known in the retailing vernacular as the "hard lines." In this section, making up approximately one-third of the selling area of the store, will be found hardware, lawn mowers, sporting goods, photo supplies, plumbing and heating, paints, brushes, sprayers and ladders, electrical appliances and lighting fixtures, refrigerators, freezers, build-

Visitors to Torrance's new Sears, Roebuck and Co. store, which opened Wednesday, seemed interested in the fresh approach to the art of showing and displaying the merchandise in evidence throughout the vast interior covering almost six acres. All departments of the store at 22100 Hawthorne Ave. have been designed to achieve maximum efficiency without sacrificing eye appeal, the ultimate object being additional shopping convenience for customers.

Display Feature Of Store

According to John Lowe, store manager, the company's display and store planning experts have devoted months of experimental work toward achieving a new type of store layout which will greatly simplify shopping. The completion of the new store in Torrance represents one of the most recent instances in which the new plan involving specially constructed fixtures and display equipment has been used throughout the entire store.

"Maximum customer convenience," explained Lowe, "has been achieved in this store through a method of displaying and grouping all types of merchandise by size, by purpose and by color. Additional efficiency is secured through a coordinated system of informative signs, packaging and labeling, to further aid the customer in selecting the prop-

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