



'SUSIE' FOR SUSIE . . . Mayor Albert Isen hands a Susie—the Oscar of the donkey world — to Susie, mascot of the new Rolling Hills Plaza where eight new stores will be opened today. From left here at pre-opening ceremonies are Jim Bower, one of the developers of the center at Pacific Coast Hwy. and Crenshaw Blvd.; Richard Nevins, member of the State Board of Equalization; Peggy McNary, who will open the Chanvieter; William Shawger, president of the Torrance Chamber of Commerce; Mayor Isen; and Jim Leavitt, developer with Bowers. (Herald Photo)

### Mining Town's 'Golden Rule' Store a Giant

Opening its doors today in the Del Amo Center at Hawthorne and Sepulveda is the new J. C. Penney Co. store, one in a nationwide chain, famous as a "hometown" store wherever located.

Merchandise ready for today's opening has been gathered from throughout the world by a competent staff of approximately 250 central office buyers in New York and from the West Coast office in Los Angeles.

The J. C. Penney Co. stores has a long history of service to the hometowns of America.

STARTED IN 1902 when James Cash Penney opened a cash-and-carry store in a little frame building in the coal mining town of Kemmerer, Wyo., the store has grown to the point where it did more than



GRAND OPENING SET . . . Ceremonies at 9:15 a.m. today will signal the opening of the new J. C. Penney store in the Del Amo Center, a major department store which will dominate the new west mall of the huge Tor-

rance shopping area. Manager Kenneth R. Doyle and his staff have promised storewide values to celebrate the grand opening.

### J. C. Penney to Open Del Amo Store With Celebration Today

J. C. Penney's today opens its new million-dollar store in the Del Amo Center, marking the first time in nearly a dozen years that a Penney's store has been included among the city's retail family.

The new store, third largest structure so far in the Del Amo Center, will dominate the 600-foot west mall which extends from the Broadway on the north to Sears on the south.

TODAY'S celebration will begin with opening ceremonies at 9:15 a.m. today and will feature special attractions for children and adults, according to Kenneth R. Doyle, manager

of the new store. Civic leaders and store officials will participate in the opening celebration.

Doyle, who came to the local store from Penney's Westchester, began with the organization in 1940 as a part time salesman in Spokane. From 1946 to 1954 he was associated with the Portland, Ore., Penney's as sales and merchandising manager, and later served as manager of the Arcadia store here in the Southland. He was sent to Westchester as the manager in 1958.

"WE ARE fully confident that the Del Amo Center in Torrance will prove to be one of the South Bay's most outstanding shopping districts," Doyle said. "With the tremendous growth in new homes as

named floor division managers.

THE HUGE store contains 70,000 square feet, and includes the main floor and basement at the present time. The building is constructed in such a manner that a second floor be added in the future.

Men's clothing and furnishings, work clothing, shoes, women's furnishings, accessories, cosmetics, jewelry, women's sportswear and ready-to-wear, plus candy and greeting card selections will be found on the main floor.

CHILDREN'S clothing, bedding, home furnishings, and housewares will be in the basement level as well as the administrative, lay-away, and credit offices.

Store hours will be from 9:30 a.m. until 9:30 p.m. on Monday, Thursday and Friday, and from 9:30 a.m. to 5:30 p.m. Tuesday, Wednesday and Saturday.

The grand opening celebration will continue through Easter.

### Susie the Donkey, Carnival, Clowns to Open Eight Stores

Susie, the donkey, was given a Susie by Mayor Albert Isen, commemorating the grand opening of Rolling Hills Plaza, a new shopping center at the intersection of Crenshaw and Pacific Coast highway.

The donkey is the mascot for the center and the statuette proclaims Rolling Hills Plaza the winner of the "Shopping Center Academy Award for Best Performance."

The center opens Thursday and the four-day event will continue through Sunday, when open house will be held from 10 a. m. until 4 p. m.

The \$15 million shopping center has a child-care center. As part of the grand opening activities a carnival has been set up by Kemsley's Kiddieland, which will feature a purple fun house, roller coaster and other rides. Discount tickets can be picked from the merchants in the center.

In addition to the rides and Susie, the opening will feature the performance of a Pied Piper band and Kedsos, the clown who plays Clarabel in Howdy Doody. He will be at the Plaza Saturday at 2:30 p. m. through courtesy of U. S. Rubber Co. and Quality Shoes.

Rolling Hills Plaza Merchants plan to be open regularly from 9:30 to 6 p. m. Tuesdays, Wednesdays, Thursdays and Saturdays and will be open nights on Mondays and Fridays. Here is a rundown of the new stores which will be featured in Rolling Hills Plaza:

**BEJAC'S GIFTS**  
Be-Jac's Gifts and Linens is the new gift shop in Rolling Hills Plaza. Its owner, Jake Agado, a fifteen year veteran in the gift and linen business in metropolitan Los Angeles, has transferred his retail interests to the South Bay with this move.

**HOLLAND BAKERY**  
Holland - American Quality Bakery, in existence three years in the Riviera Village in Redondo Beach, has expanded its operation and has set up

a second bakery in the newly-opened Rolling Hills Plaza.

Specializing primarily in bread and cookies, the new outlet has a brand new stainless-steel open oven, with a glass window so that customers can actually see the merchandise they buy as it is baked. Bread will be baked three times a day.

Born in Holland, 26 years ago, Jack Schat comes from a family prominent in Holland with a large number of bakeries, and was literally born into the bakery business.

**BRIDAL SALON**  
Another new store opens its doors in Rolling Hills Plaza with a bridal salon called "The House of Chanvieter". The new shop will feature brand names in bridal attire formals and cocktail dresses, with a hard-to-come-by specialty of custom originals of any description. The manageress and designer, Peggy McNary and her mother, Violet Sutton, are at last realizing their dream of opening a very special specialty shop.

**QUALITY SHOES**  
Quality Shoes, owned and operated by Les Silverstein, has just opened its doors. Featuring Florsheim, Johnson-Roberts and Briarcliff shoes for men; Grace Walkers, Gem's, Clinics, Kedettes and Buskins for women, Yanigans and Red Goose shoes for children, Silverstein will maintain a complete stock of shoes for every member in all the various price categories. In business for himself in two other locations for the past 12 years, Silverstein is an air corps veteran, and was born in Los Angeles. He is married and is the father of two children, 12 and 14 years old. He is president of Temple Beth Am Men's Club, and is also a Mason and a Shriner.

**'LITTLE FOLKS'**  
Beck's "Little Folks," was formerly located at 3771 Pacific Coast Highway in WALTERIA.

Mrs. Beck has been a resident of the South Bay for more than 25 years.

The store features quality brand names like Kate Greenway, Joselle, Wee Togs, Jack Brogenicht and Genway. Emphasizing "Little Folks", Mrs. Beck will also carry a complete line of boys' clothing with sizes ranging up to twelve for both boys and girls.

**OPTOMETRIST**  
Dr. Arthur W. Overbey, Torrance resident has just re-located his optometry offices in Rolling Hills Plaza.

Dr. Overbey studied optometry at the University of Washington in Seattle, and continued with graduate work at the Los Angeles College of Optometry, where he was president of the Emega Delta fraternity.

**YARDAGE SHOP**  
Mr. and Mrs. Bob Florence have opened Florence Fabrics, a second store for the couple who have Florence Yardage in the Redondo Triangle.

The new store will carry a complete line of fabrics, silks, cottons, rayons and new miracle fabrics. Residents of Redondo Beach for the past 25 years, the Florences have raised their children and have been in business here for 15 years.



JAMES CASH PENNEY  
Founder, J. C. Penney Co.

1.4 billion dollars worth of business in 1959. Penney stores in 48 states from coast to coast form the largest chain of retail department stores in the world.

EACH PENNEY store, whether in a city like Minneapolis, or in a town like Enterprise, Ore., with a population of a couple of thousand, is a "hometown" store with the same neighborly spirit and dependable values that started the first Penney store on its way to success more than half a century ago.

Mr. Penney's first store was called the "Golden Rule," and his idea was to apply the Golden Rule philosophy to business. It meant a new merchandising idea, radical in the cut-throat competition in the early 1900s.

MANY SALES at small profits, he reasoned, were better than a few sales at large profits. Quick turnover of merchan-

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