

Hollywood Stars on Hand to Open New CMA Facility Here

A \$5,000,000 shopping city, combining the newest concepts in department store merchandising, was unveiled here Thursday, with the grand opening of the Consumers Mart of America, 20225 S. Western Ave.

This was the second such mart in the Southern California area to open in the past eight months. The first opened in Anaheim Aug. 25 and CMA also operates two additional units in Chicago, with others planned here in the near future, J. A. Keilly, CMA president, said.

TWO HOLLYWOOD film stars, Jerry Lewis and George Raft, together with scores of television and radio personalities and high-ranking civic and public officials, participated in ribbon-cutting ceremonies which were televised live throughout Southern California.

More than 50,000 persons jammed the huge store on opening day to view the new store and grand opening celebration. Television station KTLA beamed eight hours of live television from CMA during the first two days featuring outstanding TV stars such as Larry Finley, Dorothy Gardner, Skipper Frank, Tom Hatton with Popeye, Bozo, the Clown and many popular radio disc jockeys.

PRE-VIEW Week ceremonies also were observed at the Anaheim store, where huge throngs took advantage of the opportunity to tour the usually closed-to-the-general-public membership department store.

The giant shopping center has a shopping area in excess of 152,000 square feet under one roof and will be the world's largest membership department store. Included are a food, produce and fresh meat supermarket of 32,000 square feet and an automotive service center and gas station on the 15-acre grounds, with paved, lighted parking space for more than 1500 cars.

THE ENTIRE modernistic structure, constructed by Coordinated Construction Co., headed by John B. Kilroy, is air-conditioned and provides the latest designs for floor traffic.

The Torrance Consumers Mart of America houses 70 major departments, with everything for home, family, and auto. Departments include furniture, major and minor appliances, clothing, auto accessories, ladies ready-to-wear, beverages, paints, records, toys, jewelry, sporting goods, rugs, furs, snack bar, and many others.

General manager of the new operation is Thomas E. Kelley, with 22 years of merchandising and selling experience. Kelley

L. A. Council Asked to Vote Multiple Zone

The Los Angeles City Planning Commission has recommended that a change to multiple-dwelling zoning be approved on 219th St. between Western Ave. and Harvard Blvd.

This change to the R-3 multiple-dwelling zone from the existing R-2 duplex zone was requested by Louis L. Steinberg, one of the property owners. A public hearing was held in Wilmington on March 13 resulting in a recommendation of disapproval by City Planner James A. Moss and City Planning Director John E. Roberts.

However, the City Planning Commission found that the change could be justified because of the proximity to the commercial district on Carson St. and the accessibility provided by both Carson St. and Western Ave. which are major highways.

The Planning Commission recommendation has been submitted to the City Council with the suggestion that final action be withheld until a similar change has been approved on 218th St.

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was general manager of the Chicago CMA units, and was recently transferred to the West Coast because of CMA expansion plans in Southern California.

CMA OFFICIALS here include Raft, famed motion picture star, who is vice president and an active participant in the business. Henry P. Stern is vice president in charge of operations, and Jarvis Weiss, vice president and treasurer. Advertising manager is William Ferguson.

Designed for government and public service employees, CMA operates for eligible members who shop only by membership card, in a new form of merchandising that has gained both acceptance and recognition in the retailing field, Keilly explained.

THESE include city, county and state and U.S. government personnel, active and retired members of the Armed Forces, public utility company workers such as telephone, power, gas and water; employees of firms working under government supervision or contract and those receiving government pensions, and social security payments.

"Because of nation-wide purchasing power, low selling costs, and minimum overhead, CMA offers practically all items at less than those obtainable through usual merchandising channels," Keilly said. "We have proved it by our success in other CMA shopping cities, particularly Anaheim, where we are enjoying phenomenal business. This factor convinced us that Torrance is an ideal market for our type of merchandising."



OPENING CMA . . . Jerry Lewis and George Raft join Betty Baker of Torrance in the chore of opening the new \$5 million CMA shopping city here Thursday noon. The ceremonies were witnessed by a huge throng of shoppers waiting to enter the new retail store. The opening ceremonies were televised. (Herald Photo)

Ryan Gets Follow-on Order For Jet Target Missiles

Production for the U. S. Air Force and Navy of Ryan Q-2C Firebees, America's most widely used free-flying jet target missile, is assured through 1962 with award of a letter contract for \$3.4 million announced this week. When the definitive contract is finalized the total contract amount will approximate \$7 million, plus about \$1 million for spares.

THE NEW contract for several hundred jet drones raises the total business Ryan has thus far received on the Q-2C program to approximately \$50 million.

The production rate will be stepped up to 22 a month in

January, 1962, to meet the needs of the armed services, according to present plans. More than 200 Q-2Cs have already been produced since deliveries of this newest and most advanced version of the Ryan family of high performance Firebee jet drone missiles began in October 1959.

The letter contract is the third production order for Q-2Cs. Work is under way at present on an order for 240 Firebees, of which the Air Force will receive 140 and the Navy 100. In the newest "follow-on" contract, 100 will be delivered to the Air Force and more than 100 to the Navy.

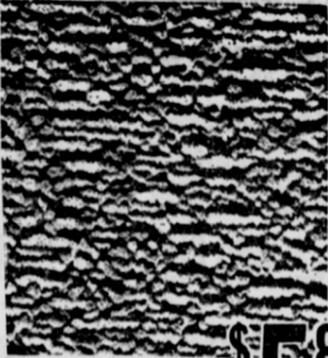
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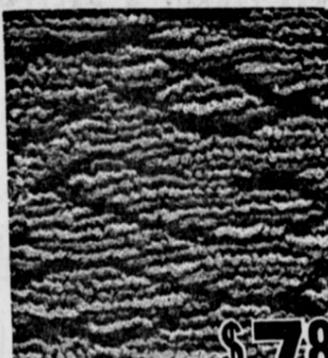
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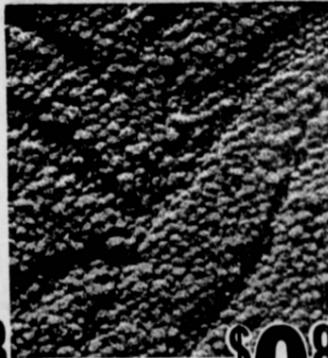
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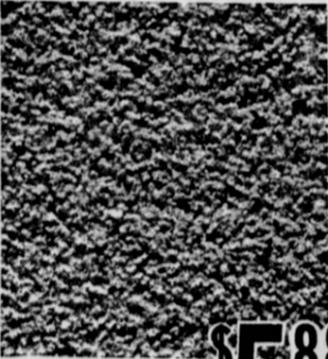
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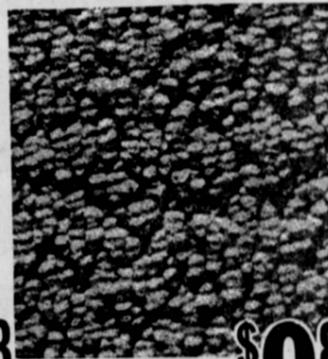
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COMPLETELY INSTALLED
DUPONT 501 CONTINUOUS FILAMENT NYLON BY BIGELOW

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