

# Rayco Fall Expansion Announced

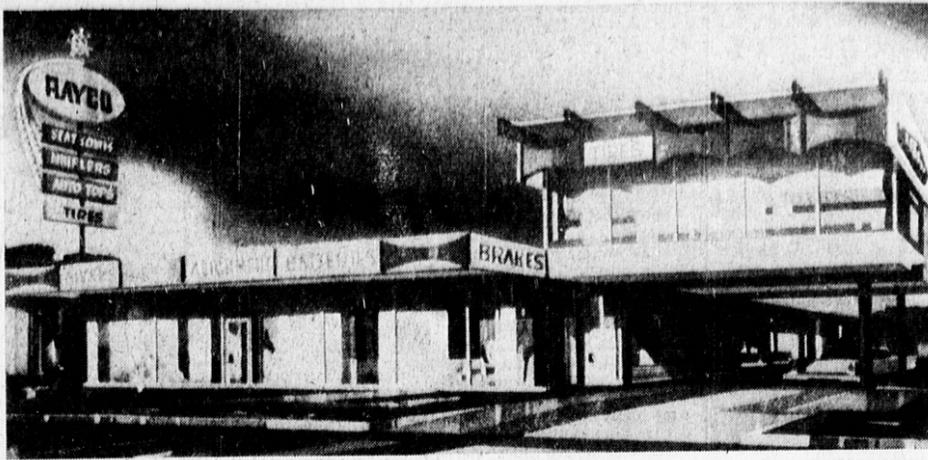
Retailing history will be made in the Los Angeles area this fall when 19 automotive retail specialty stores will simultaneously double their physical capacities, their inventories and product lines; their personnel and management anticipates, more than double their sales volume.

The 19 Los Angeles units involved are part of Rayco's coast chain of 160 stores. Rayco is an independently operated, but wholly-owned subsidiary of the B. F. Goodrich Company.

The previously accepted trade procedure for expanding a substantial number of units of a retail store chain was to do so on a unit by unit basis. However, Rayco, which this year celebrates its 15th anniversary, grew into its present commanding position in the automotive specialties field by developing its own unique procedures.

**THE MAGNITUDE** of the expansion program can be judged by the fact that all 19 stores will have major physical alterations and additions to existing structures, this multiple building project will cost more than \$2,000,000.00. Leases have already been renegotiated to the extent of an additional \$1,950,000.00 over the gross terms of all the leases.

The addition of tires, batteries, brakes and wheel alignment service to the present



**ARTIST'S CONCEPTION . . .** Sketch of the Rayco Store, located at Hawthorne and Redondo Beach Blvds., shows the store as it will look when projected remodeling is completed.

line of seat covers, convertible tops, mufflers and shock absorbers carried by Rayco stores will require an immediate addition of \$7,000,000.00 for inventory and \$250,000.00 for new equipment.

The 75 new personnel required to handle the service of the added product lines will account for \$500,000.00 annually in new payrolls.

**ANNUAL** sales, projected from 1960 figures, will increase by an estimated \$3,000,000.00 for the full 1962 year, according to Bernie Sherman, director of Western operations for Rayco.

Advertising expenditures, including newspapers, radio and television, will increase by 50 per cent.

Tentative date for the stores to open their new facilities is Sept. 15, subject to completion of work by the contractors involved in the expansion plans. In the interim period Rayco and Goodrich have established a jointly operated managerial training school in Los Angeles.

Chrysanthemums have reached the stage when nothing is needed but food and water. We assume you've already staked your Mums and pinching should have been stopped by the middle of July. Use liquid fish on them until the buds begin to show color and then stop feeding entirely. To feed as the plants approach bloom diminishes the intensity of bloom color.

pleted in the fall. The remodeling will double the store's capacity and services and allow for additions of brake services, tire and batteries to the Rayco line.

## Ryan Sets Up European Office

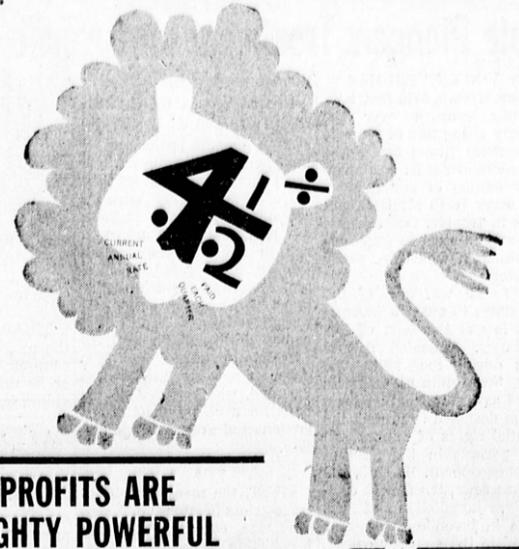
Ryan Aeronautical Co., San Diego, has established a European office in Paris, France, it was disclosed today by G. W. Rutherford, vice-president, operations.

Established originally as sales and engineering liaison headquarters for Ryan Electronics, the function of the Paris office has been expanded to include representation for Ryan Aerospace. The office also serves as European headquarters for the entire company. The recent step-up in use of American military equipment in NATO countries has increased the market potential

for Ryan electronic navigation sets and for the Ryan Firebee target missiles.

Ryan Electronics, one of the world's foremost producers of airborne Doppler navigation equipment for helicopters and fixed-wing aircraft, is presently working with military and industry people in a number of foreign countries.

Similarly, Ryan Aerospace representatives are working with several foreign governments regarding various applications of Ryan Firebee target missiles for their training operations.



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