

Local May Co. to Inaugurate 'May Mart' Shopping Tuesday

May Co.'s store at the South Bay Shopping Center has taken on a new look. It's a self-service section complete with push carts and checkout stands.

Located on the store's lower

level, John Preis, manager, said it is a new venture, for May Co., into low cost distribution.

MAJOR DEPARTMENTS re-

presented include women's fashions, accessories, infants, children's and boy's wear, men's clothing and furnishings, toys, sporting goods, home furnishings and housewares.

This new concept of merchandising, plus all the May Co. department store advantages including regular accounts and home delivery service, Preis said.

CLERKS ARE dressed in red vests and stationed through the section, called the May Mart, to help customers and answer questions. Twelve checkout stands are provided for quick service.

Entry to the new section is gained by taking the escalator or elevator from the ground floor.

MAY CO. is the first major department store in the Los Angeles basin to have a self-service section. The store at the South Bay Shopping Center and two others, Eastland in West Covina and Lakewood, have been selected to serve as pilot ventures.

"THE LOCAL store was chosen to serve as one of the pilot establishments because of the great faith in the buying power in the south bay area," Preis said.

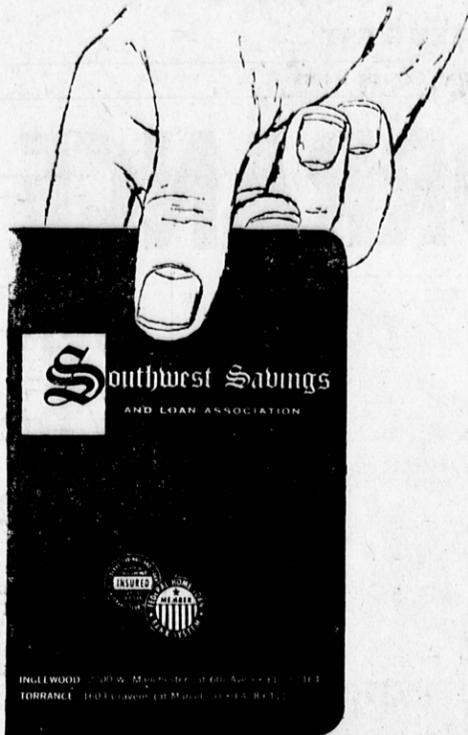
Four or five major department stores throughout the nation have been experimenting with self service centers but May Co. is the first in the Los Angeles area.

"WE STILL plan on continuing our present merchandising policies on the upper floors," Preis added.

The manager said comments about the self service center have been very good, especially on the extraordinary values.



NEW FEATURE . . . Twelve checkout stands feature fast service for customers at the May Co.'s new May Mart located on the lower level of the May Co. store at the South Bay Shopping center. The self service center is a new venture for the May Co. (Herald Photo)



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CHILDREN'S SECTION . . . Toys, including dolls, are among the many items to be found at the May Mart. Other major departments at the self-service center includes women's fashions, men's clothing, sporting goods and home furnishings. Present merchandising policies will continue on the May Co.'s upper floors.



ONE-STOP SHOPPING . . . Most major departments are included in the May Mart which includes 45,000 square feet. Baskets and shopping carts are used at the mart. Clerks dressed in red vests are stationed throughout the store to help customers.

CEDAR RUSTIC

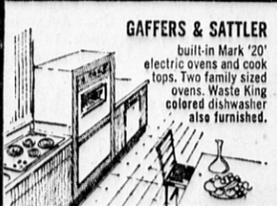
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THE EXECUTIVE

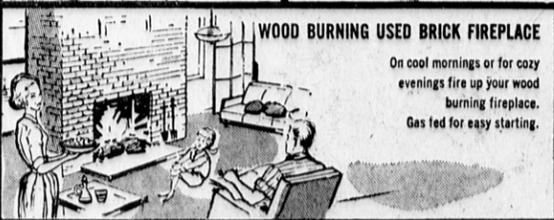
(one of many plans)
Large living room with adjoining dining room . . . breakfast nook with china cabinet of natural ash, divider next to entry hall . . . convenient service porch with utility closet.



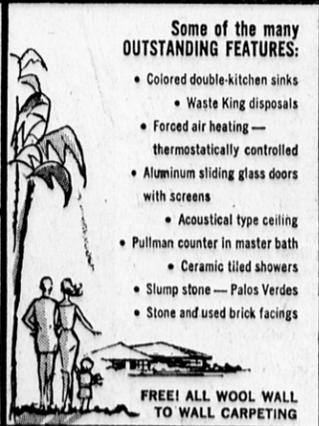
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- Pullman counter in master bath
- Ceramic tiled showers
- Slump stone — Palos Verdes
- Stone and used brick facings

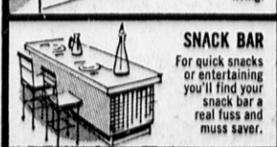
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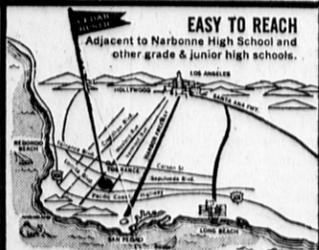
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