

# Welcome New Sears Torrance on Wednesday

The cutting of a broad satin ribbon at 9:30 a. m. next Wednesday as part of the dedicatory ceremonies of the new Sears Torrance store, will mark the launching of the 13th major department store to be operated by Sears, Roebuck and Co. in the greater metropolitan area, and the opening to the people of Torrance and the South Bay area a store in which the newest techniques and the most up-to-date developments in the merchandising field have been incorporated.

A preview tour yesterday of the store's spacious interior revealed that the multi-million dollar store, stretched over six acres, possesses interior features of fixture design, color, layout and arrangements that distinguish it from any other store Sears has ever opened. Lending influence to this brand new look are the varied colors of reserve stock drawer fronts beneath the tables throughout the fashions, clothing, and accessories departments taking up more than one-third of the store's total selling space of 263,743 square feet.

In the men's furnishings section these drawer fronts are finished in walnut and tan vinyl; in infants' wear and adjoining sections they are of light oak and rose morn. In the spacious women's fashions divisions their colors change to light ash and pink. Designers have employed newly created wall sections manufactured especially for Sears in Torrance. Their purpose is to achieve more effective exposure of merchandise to the public eye. Above wall fixture height in the men's departments are baffles of laminated polyvinyl acetate parqued grass cloth.

The lighting in the women's ready-to-wear department has been intensified and the decor embellished by large 16-light chandeliers and side-wall fixtures made in matching motif.

In the eastern third of the main floor, where the home furnishings departments are located, the columns and back walls have been decorated in eight different harmonizing color combinations. These hues blend to

make up 16 basic families, each with its own shading from light to dark. The display demonstrates how each of the color families merges pleasantly with the color of any item of home furnishings in its corresponding family range.

The western section of the main floor is actually a mammoth specialty shop of appliances, housewares, electric lighting fixtures, building supplies, sporting goods, hardware, and other goods known in the jargon of the retail trade as "hard lines."

Here the smaller merchandise, displayed by new fixturing arrangement, has been brought much farther forward into customer view in larger volume quantities than former fixturing ever made possible.

The proximity of the 24 car service station to the main store building makes it convenient for customers to have their cars serviced while shopping.

Another innovation is the greatly expanded catalog shopping service, which makes possible shipment from any one of Sears eleven warehousing plants in the

nation of specially ordered merchandise or gift selections to any point in the United States.

In the paint department an ingenious blending machine by the press of a button dispenses the correct amount of colorant to match unerringly any of 1,000 different shades.

The new store is cooled by a plant of 572 tons of refrigeration capacity supplying 326,000 cubic feet of filtered, conditioned air per minute. A total of 174 color tones have been applied in the interior decorative treatment. The store houses 53 different merchandise departments. It is equipped with a communication system for carrying announcements and music throughout the building and its receiving and marking room, criss-crossed by conveyors, keeps merchandise on wheels and rollers from the time it is moved from deep inside delivery trucks until it reaches the stock shelves.

Men in 32 different trades put more than 200,000 man hours into building the store. Its construction started Sept. 11, 1958.

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# Sirens Scream During Hectic Two-Hour Period

## Ambulance Driver Takes Ill; Suicide Call Delayed

Two personal injury traffic accidents, an attempted suicide, a successful suicide, a broken fan belt on one ambulance, and the collapse of the driver of another ambulance, all occurring between 4:13 and 5:15 Thursday afternoon, kept sirens screaming and the police radio blasting for nearly two hours.

Here are the incidents, in order of their occurrence, which combined unexpectedly to create the hectic and confusing period:

### Boys on Bike Struck

(1) Delton Cyrus Johnson, 13, of 2410 West 171st St., riding his bicycle across 174th St. at Casimir; and George Shook, 12, of 2310 West 171st St., a passenger in bracket seat on the front of the bike, were struck down by a '58 Goliath driven by Ralph Trevett Gillette, 19, of 2580 East 218th St., Long Beach. The accident occurred at 4:13. Police cited Gillette for allegedly driving through a red light.

The Johnson youth suffered a broken tooth, multiple abrasions and a possible fractured left elbow; while the other boy, Shook, sustained a possible cerebral concussion and multiple abrasions.

### Ambulance Driver Ill

(2) Ray Cabe, ambulance driver dispatched to the scene, rushed the two boys to Harbor General Hospital, and passed out from a dizzy spell shortly after unloading the patients.

(3) At 4:20, while turning left in his electric shopper off of Sepulveda Blvd., to enter the Sears parking lot just east of Hawthorne Ave., Fred Hopkins, 69, of 1514 1/2 Engracia, Torrance, was struck by a '56 Plymouth station wagon driven by Marie Stanley Friel, 40, of 807 South Juanita Ave., Redondo Beach. She was not cited.

Hopkins was given emergency treatment at the Harbor General hospital, but the ambulance dispatched to take him had to travel

### Shooting Side of Head Off

(3) Meanwhile, Fred L. Wright, 73, of 1023 Arlington, practically blew the side of his head off with a self-inflicted blast from a 410 gauge, long barreled pistol. Still breathing, but unconscious, he was discovered on the floor of his bedroom by his wife who entered the room to call him to dinner. She ran to a neighbor, Cletus McLean, 1024 Arlington, who called the police at 5:20. He died at Harbor General Hospital at 7:10 p.m.

(4) The call for an ambulance to be dispatched to the Wright residence was received over two-way radio by the attendant on the ambulance which had taken the two bicycle accident victims to Harbor General Hospital. It was still there, and the attendant was waiting for the driver, Mc Cabe, to come back out of the hospital. He started hunting him; and when he discovered that Mc Cabe had collapsed, he answered the call to the Wright residence, alone.

### Attempted Suicide

(5) While all of this was going on, police received a call at 5:40 p.m. Mrs. Virginia Kessler, 513 Paulina, Redondo Beach, had taken an overdose of sleeping pills at the El Rancho Motel. According to the police, she had called her husband by telephone and advised him of her alleged suicide intent. He drove immediately from his home in Redondo to the motel here in Torrance, loaded his wife in his car and started for Riviera Hospital, escorted on the way by Officers Lloyd and Pelley in a police car. Reports from the hospital today said Mrs. Kessler was in a very satisfactory condition.

From the time of the first call to the last one, police and ambulance radio dispatchers kept the air waves filled with new and amended instructions for the various cars assigned to the several cases.

Funeral services for Mr. Wright, the suicide victim, will be held at 10 a.m. next Tuesday at Stone and Myers Mortuary.

## Falling Door Halts Attack on Woman

A man who apparently had just removed the hinge pins from her front door and may have been planning to assault her was frightened away when the door fell forward into his hands, Marge Cunerty, 17039 Elgar, told Officers Oates and Waughman, who answered her call to the police at 10:30 Thursday evening.

The young woman had just left her escort on the sidewalk in front of her residence when a tall, heavy set man, whom she said she thought she recognized as a person who had been "eyeing" her at a local cafe earlier in the evening, confronted her with this remark: "You know what I want..." But he got no further. The door fell toward him, and after catching it, he turned and left the scene.

## Mystery Bird Identified as Cocky Pheasant

This might be titled a "story for the birds," or a "fowl" tale. Investigating a complaint that some unknown species of bird was attacking people on 238 St., near Gresham, Officer Woodridge found a chicken and the strange bird engaged in a "fight to death" in the middle of the street, causing motorists to slow-up traffic by trying to avoid hitting the two birds.

Finally the chicken was mortally wounded and Officer Woodridge shot it, but the other fowl flew onto a nearby roof. The humane society was summoned and shot it with a bee bee gun.

Experts from the Humane society said the bird was a pheasant, a particular species known to attack people frequently. Berky Chamber, 2463 237th Place said the bird attacked her twice on Friday afternoon.

## Must Act Now on Steel Crisis

AN EDITORIAL

Continued delay in settlement of the strike in the steel industry is fast reaching the stage of a crisis which could easily cause lasting and irreparable damage to the every segment of the economy of the entire Country.

Ten weeks of stagnation in the talks between the steel workers and management have produced no sign of a settlement and the time has now come for the American people, themselves, to demand action; because whether they realize it or not, their own bread and butter will be seriously affected by continued delay.

The Torrance Press joins in hearty endorsement of the growing sentiment throughout the Nation that President Eisenhower should IMMEDIATELY exercise the power of the U.S. States Government for halting strikes that jeopardize the welfare of all the people.

This power, granted under provisions of the Taft-Hartley Act, should be invoked NOW by seeking an injunction in the Federal Courts to send the striking steel workers back to work for at least 80 days.

It is true they could strike again after that, but meanwhile steel production would resume to the benefit of all; and during the cooling off period both sides could be brought together and made to realize how imperative it is in the interests of the entire Nation to settle their dispute.

If you believe as we do, and we feel that the great majority of our readers already recognize the urgency for getting the steel workers back to the mills, we suggest and urge you to write a personal note to President Eisenhower, requesting that he immediately invoke the Taft-Hartley Act.

## Improvement of Meyler Avenue Okayed

Supervisor Burton W. Chace said yesterday that a resolution of intention for the improvement of Meyler Ave. near Torrance has been adopted by the Board of Supervisors.

Proposed work is construction of walk and driveway aprons in ed.

## Police Hunt Green Trade Stamp Burglar

The burglar who gained entrance to the establishment of the Manor Cleaners, 3015 West 174th St., sometime between 6 p.m. Wednesday and 8 a.m. Thursday, by climbing through an open rear window 8 feet off the ground, is probably scanning the pages of the S & H Trading Stamp catalog today.

In addition to \$10 in small change, he stole a book containing 10,000 green trading stamps, according to a report made to the Torrance police by Opel Best.

### Petty Thieves Busy

Several miscellaneous thefts were reported to the police during the past 48 hours including: several typewriters from North High School; a rifle from the Torrance Hardware company, 1513 Cabrillo; a spotlight and hub caps from a car belonging to Jess Madrifal, 20363 Anza Ave.; a lawnmower from Emma Des George, 23815 Pennsylvania Ave.; and some fishing tackle from a car owned by John E. Long, 1222 Date.

### Possible Burglary Prevented

The alertness of Officers Clauson and Fowler, cruising in the vicinity of the American Legion Hall at 5 a.m. Friday morning, noticed a man acting suspiciously. He claimed he was looking for a friend in a nearby hotel, but couldn't identify the hotel.

On further questioning, the officers located where the man had parked his car and found two 19 year old girls in it, pretending to be asleep. The man and both girls, all very evasive in their replies, were finally allowed to leave, after questioning, for lack of any direct evidence against them.

Later, when it became daylight, the officers still checking the area for a possible burglary, discovered a louvered window, 8 feet from the ground, had been smashed open; but apparently the would be intruder had been frightened away. A thick coating of dust on the window still made it evident that no one had crawled through into the building.

## Torrance Couple Cheat Death in Airplane Crash

Four Torrance area persons narrowly escaped death last Tuesday in a plane crash near Frazier Park in Ventura County. They were Richard E. Davis, 40, pilot of the plane, and his wife, Theresa May, 32, of 4374 Silver Saddle Lane, Rolling Hills and Robert A. Owens, 38, and his wife, Marie Louise, 34, of 24239 Ocean Ave., Torrance.

All four were injured, but only Owens was seriously hurt. He suffered a crushed face and injured jaw, and is still confined to Mercy Hospital in Bakersfield, where he was taken following the crash. Doctors said yesterday his condition was good. Also taken to the same hospital were Mrs. Owens, Mr. and Mrs. Davis, and two other couples who were passengers in the plane, but were released after treatment.



MISS TORRANCE—Betty Baker of the Chamber of Commerce displays her enthusiasm for the opening of the multi-million dollar Sears-Torrance store by calling attention to big edition of the Torrance Press which will announce the Grand Opening Values to be found next Thursday throughout the 262,743 square feet of selling space contained in the huge metropolitan department store. "I know Sears' values, and so do other women shoppers," says Betty.

## 80,000-to-1 Chance Brings Set of Triplets to Torrance Parents

Mrs. Patricia Sue Eisman, 23, of 4035 West 175th Place, who gave birth on Sept. 18 to triplets at Centinela Hospital in Inglewood, yesterday was extended an official invitation to join the Torrance Chapter, Mothers of Twins Club, Inc., by Mrs. John Dieters of 3518 West 227th place. There are 18 chapters of the club in California.

The triplets, two girls and a boy, and their weight at birth are Tracy Lee, girl, 5 lbs. 6 ozs.; Terry Lynn, girl, 4 lbs. 7 1/2 ozs.; and Mark David, boy, 5 lbs. 7 ozs., born respectively at 12:15, 12:19 and 12:26 a. m.

Mrs. Eisman, whose husband, Ronald Zane Eisman, 23, is a route serviceman with a water softener company, said she was advised by her attending physician, Dr. Charles Poulson of Inglewood, that her chances of

having triplets were one in 80,000. The couple already have two other children, Cynthia, 3 1/2, and Lorrie, 2.

Former residents of Inglewood, Mr. and Mrs. Eisman have lived in Torrance at their present address for nearly a year.

The triplets' paternal grandparents, Mr. and Mrs. Fred Eisman, also live in Torrance at 16602 Falda. Mr. and Mrs. H. S. Dennis are the maternal grandparents. (Continued on page three)



MORE THAN ELIGIBLE—Patricia Sue Eisman (right), proud mother of triplets born Sept. 18, was advised yesterday by Mrs. John Dieters (left) that she is now "more than eligible" for membership in the Torrance Chapter of the Mothers of Twins Club. Mrs. Eisman is holding Mark David and his sister, Terry Lynn, while Mrs. Dieters, mother of twin boys, 3 years old, and an active member of the club, lends a helping hand with the other daughter, Tracy Lee.

## Japan Studied by Third Graders

Japan was the subject of interest at an open house in Mrs. Marjorie Sax's third grade classroom in Madrona Elementary School, Torrance, last week.

Students of Japanese ancestry cooperated in bringing Japanese articles for display in the room, while

kimono-clad Katherine Ishihara acted as hostess to show visitors around during the open house. Children drank iced tea and ate butterfly and fan-shaped cookies.

Mrs. Sax's class had been studying Japan as part of their social studies unit and decided to share their findings with other students. Students of Japanese ancestry were special guests. The youngsters got a chance to see Japanese dolls, flags, fans, art prints and pictures of Japanese life, a counting abacus, lanterns, chop sticks, and many art objects. The youngsters were especially intrigued by a little figure which, when his stomach was rubbed, was supposed to grant wishes.



TWO FOR A FAN—Giving Madrona Elementary students a little insight into Japanese customs recently were Katherine Ishihara and Sheryl and Cheryl Yanase, students of Japanese ancestry. Mrs. Marjorie Sax's third grade class, studying Japan in social studies, got a number of objects and pictures from that Oriental country and decided to hold an open house for all students.