

Telephone Numbers

The telephone number for all departments of the new Sears-Torrance store is FRontier 3-3211.

Customers who wish to place catalog orders by telephone, or obtain information on catalog merchandise, also call FRontier 3-3211.

The Largest Circulating Newspaper between Los Angeles and Long Beach



TORRANCE PRESS

1406 CRAVENS AVE.—FA 8-2345

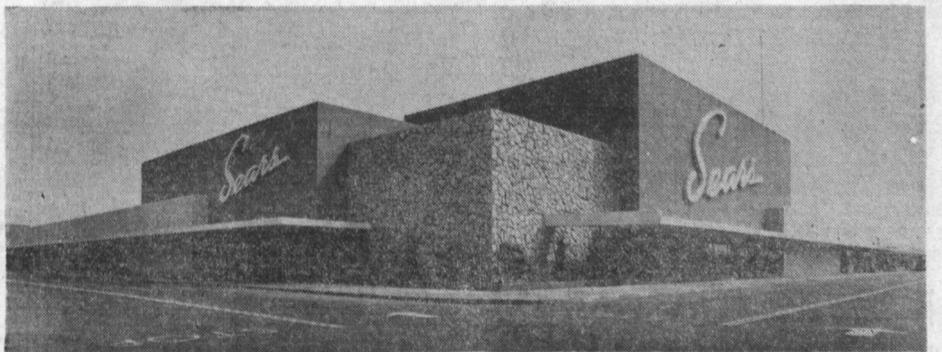
10c PER COPY

Store Hours

Sears-Torrance store will remain open for the convenience of families wishing to shop together until 9:15 p.m. Monday, Thursday and Friday evenings, except opening day, when hours will be 9:30 a.m. to 9:15 p.m. Regular hours Tuesday, Wednesday and Saturday will be 9:30 a.m. to 5:30 p.m.

VOL. XI 1 • 2 • THURSDAY, OCTOBER 1, 1959 NUMBER 47

SEARS COMES TO TORRANCE



TORRANCE'S HUGE NEW SEARS, ROEBUCK AND CO. store, Del Amo Center, is seen at left from the southwest corner of the shopping development, looking down along both the western and southern elevations of the attractive retailing structure. The right-hand view shows the store head-on at the western end of its Sepulveda Boulevard side, where one of the store's 12 main entrances is located.

Civic Heads Join John Lowe, Store Manager, In Opening of New Sears-Torrance

John G. Lowe, manager of one of the nation's largest Sears stores, shared the limelight with civic dignitaries as his company's newest retail store, located in the Del Amo Shopping Center, opened its doors to the public yesterday.

Lowe's Sears career started in October 1946, as a trainee on the company's program for college graduates at the Long Beach store. Early in 1948, Lowe received his first supervisory assignment when he was made manager of the shoe department. Just one year later he was again promoted and became merchandise manager for non-durable goods at the Long Beach store.

His knowledge of the "soft lines" won him another rapid promotion in only three and one-half years. In July of 1952 Mr. Lowe was called by K. R. Barton to join his merchandising staff. In his new expanded assignment, Lowe was responsible for planning and coordinating all the promotional efforts of Sears in Metropolitan Los Angeles for 12 merchandise departments—men's furnishings, paints, ladies' ready-to-wear, corsets, infants' wear, lingerie, hosiery, boys' clothing, men's dress clothing, and china and glassware.

Mr. Lowe received his first appointment to store management in August 1956, when he took over the management reins at Sears-Vermont.

Advancement continued to come to Lowe as he was promoted to manager of Sears in



JOHN G. LOWE Sears-Torrance Manager

glewood in February 1958. While in Inglewood he was active in that city's Rotary Club and Retail Merchant Association, as well as being closely associated with Inglewood's Red Cross and YMCA organizations.

Lowe's appointment to management of Sears-Torrance was effective May 1959.

Sears-Torrance at a Glance

The new Sears shopping center at a glance—

Location: 22100 Hawthorne Ave. (at the intersection of Sepulveda Blvd.) (Del Amo Shopping Center)

Property area: 23-acre site. Sales area: 129,689 square feet.

Merchandise departments: All 52 merchandise departments on ground level.

Employees: Opening force of 200 employees.

Special facilities: service station, catalog order desk, garden and patio shop, snackettes, free parking.

Store hours: 9:30 a.m. to 9:15 p.m. Monday, Thursday and Friday; 9:30 a.m. to 5:30 p.m. Tuesday, Wednesday and Saturday.

Customer Services

Dozens of services are available to customers at the new Sears, Roebuck and Co. store in Torrance.

The list runs from expert fitting of corsets to helping arrange a new kitchen in the home.

Homemakers find the home service departments well-nigh indispensable. The decorating consultant, for example, will call at the customer's home with samples of drapes, slipcovers, upholstery fabrics, or even rugs.

After selection of requirements, Sears experts will make up the slipcovers, bedspreads, cornices or other equipment needed. For those desiring to redecorate, remodel or build a kitchen, Sears will prepare a planning sketch.

"We Service What We Sell" is a well-known Sears motto. A company-wide service system functions to install refrigerators, television sets, stoves, home laundry equipment and other appliances, and to maintain this equipment in first class condition once it's in the home.

At the local Sears service station, company employees install Allstate batteries, tires and tubes on customer's cars. Under present policy tires are rotated by station personnel every 5000 miles to provide maximum wear.

CATALOGS IN USE BY MILLIONS

More than 12 million customers throughout the nation use Sears catalogs as their buying guides.

Catalogs and supplements are sent without request to customers who buy regularly from any Sears catalog—by mail, by phone, or through one of the catalog sales offices. Eleven mail order houses over the country include the Los Angeles location at 2650 E. Olympic Blvd.

The vast majority of Sears orders are filled and on their way to the customer within 24 hours after they are received.

UNIFORM DEPARTMENTS

A unique system of uniform departmental signing will make it possible for shoppers to locate easily the particular merchandise in which they are interested.

Over the store, famous trademarks of merchandise sold only by Sears, make departmental identification easy for the shopper.

Hundreds on Hand for Sears "Curtain Raising" Ceremonies in Torrance Held Yesterday



K. R. BARTON Sears District Manager

The opening of Sears-Torrance will bring to 14 the number of major retail stores within the greater metropolitan area supervised by K. R. Barton, Los Angeles district manager for Sears, Roebuck and Co.

A veteran of 30 years with his company, Barton has been intent upon making the Torrance retail store the most modern and up-to-date of the firm's 730 stores, and he has devoted much of his time during the past year toward that end.

Barton started his Sears career in 1929 as a trainee in the receiving room of the company's store in Grand Island, Nebraska. A year later he was made assistant manager for Sears in Hutchinson, Kansas. Since 1934 he has been with Sears Pacific Coast organization, consecutively serving as store manager at Riverside, until 1936; Phoenix, 1936-40; Pasadena, 1940-42; and Hollywood 1942-45. In 1945 Barton was promoted to manager of the company's California district, which at that time was comprised of stores in California, Southern Oregon, Nevada and Arizona.

When A. T. Cushman was placed in charge of the company's Pacific Coast Territory, Barton succeeded him as Los Angeles Retail District Manager.

"For many years," Barton said, "we have been aware of the need for expansion of our retailing facilities to cope with the great growth of Torrance and the South Bay Area. Our new store is built to specifications of size, shopping comfort and convenience, not only to meet present needs, but with an eye on the retailing requirements of Torrance's even greater future growth and development in which we of Sears have placed our utmost faith and confidence."

LARGE ASSORTMENT OF CEILING-WALL FIXTURES

In the electrical department at Sears-Torrance, customers will find a display of close to 300 ceiling and wall mounted light fixtures. The assortment displayed is sufficient to meet the lighting needs of 45 to 50 average residential houses. On the single overhead canopy display and the wide-wall, are fixtures valued at \$4500.

REVOLVING CHARGE SERVICE AVAILABLE

Called Sears Revolving Charge, this modern shopping convenience is destined to be one of the most popular customer services in the new Sears, Roebuck and Co. store for day-to-day needs.

After opening the account, the customer simply presents his SRC Identification Card to the salesperson when making purchases. It is fast and so easy to use.

This plan offers all the services of a regular charge account or the advantage of spreading payments over a number of months. A truly flexible account, and here's how it works. Just as any charge account with no service charge—or instead of paying for all purchases at once, payments may be spread over several months with a small service charge. The amount paid each month depends on the balance of the customer's account. Monthly statements show the amount due. As the balance increases, the payment increases, and as the balance decreases so does the payment.

174 Colors Are Featured at Sears

The one word which best describes the interior of the new Sears, Roebuck and Co. store at the Del Amo shopping center in Torrance is COLOR.

The interior of the handsome one-story structure is one vast, pleasant adventure in color—various tints of blues, grays, greens, reds and yellows—each with a story to tell and a definite mission to accomplish.

In fact, there are more than 174 different colors in use within the store on settings, wall space and display fixtures. These are Sears colors and are available to customers.

"We at Sears appreciate that people like colors," explained John Lowe, manager of the new store. "Scientifically applied in our homes, work places and shopping centers, colors provide a tremendous psychological lift."

Mr. Lowe said that Sears has conducted extensive research in the past several years to find hues to which customers and employees will respond favorably. In the Torrance store are incorporated the latest findings of the long study.

A tour of the store indicates how the various colors go about their duties of "illustrating" or highlighting merchandise and performing "service" functions in a quiet but forceful manner.

Besides its selling functions, Mr. Lowe pointed out, color assists with customer traffic within the building and identifying silently such service areas as entrances, exits, and stairways. These are soft blue-greens and grays.

Color is indeed an import phase of Sears effort to present a fresh and original approach to the art of displaying merchandise.

FRESH APPROACH TO MERCHANDISE DISPLAY SHOWN

Visitors to Torrance's new Sears store opening yesterday were interested in the fresh approach to the art of showing and displaying merchandise in evidence there.

All departments of the store are designed to achieve maximum efficiency without sacrificing eye appeal. The ultimate object of being additional shopping convenience for customers.

According to J. G. Lowe, store manager, the company's display devoted months of experimental work toward achieving a new type of store layout which will greatly simplify shopping.

The completion of the new store in Torrance represents one of the most recent instances in which the new plan involving specially constructed fixtures and display equipment had been used throughout the entire store.

"Maximum customer convenience" (Continued on page four)



A. T. CUSHMAN Vice-President

The vice president and head of Sears, Roebuck and Co. on the Pacific Coast, Austin T. Cushman, attended the opening of the new Torrance store yesterday with a group of his staff members.

Mr. Cushman is a native westerner, born and raised in Albuquerque, New Mexico, whose first job with Sears was an extra salesman in the men's clothing department of the Oakland, California store in 1931. He has charge of all Sears operations in California, Arizona, Nevada, Oregon, Utah, Washington, Idaho, Alaska, and Hawaii.

Cushman's interest in his company's big expansion move in Torrance is made more keen by the fact that he once supervised the retail group in which the Sears store is located. Before being elected vice-president he had charge of the company's Los Angeles Group from 1945 to 1949, and from that position was elevated to territorial vice president and has served with the company in his present capacity for ten years.

"Many years ago," Cushman said, "we had reached a conclusive decision to build a large new store for Torrance. Selection of the ultimate site became a matter of prime importance."

Even after the site for the new store was virtually decided upon, but immediately prior to the signing of the lease for the property, Cushman told of how he and a group of his Sears associates made a special flight over Torrance in his company's private DC-3 plane to look over all of the greater South Bay area from the air.

The sight presented by the bird's-eye view of the city and its environs made it readily apparent that the Torrance location was the dominant one in its relationship to the pattern of Torrance's booming growth. It was only after this survey-inspection of the city from the sky, revealing to every man aboard the plane the precise perfection of the site, that the Sears management concluded negotiation for its lease.

Cushman is a member of the Los Angeles Rotary Club, Jonathan Club and California Club. He is on the Sears board of directors.

A cast of several hundred was on hand yesterday for the "curtain raising" opening of the new Sears, Roebuck and Co. retail store in Torrance, which followed a brief ribbon-cutting ceremony in which civic dignitaries and company officials took part.

Sears-Torrance is one of the largest and most modern of the firm's retail stores, containing a gross area of 283,893 square feet, and spreading over a 23-acre site near Sepulveda Boulevard and Hawthorne Avenue in the Del Amo Shopping Center.

The story of the South Bay's newest major department store began slightly more than one year ago when contractors Hilp and Rhodes began construction Sept. 11, 1958 on the six-acre building and the 2000-car parking lot, which surrounds it.

The entire site has been landscaped with semi-tropical palms, shrubs, and ground cover at a cost of approximately \$30,000.

Broad walkways lead completely around the main building and provide easy and sheltered access to each of the store's seven main double-door entrances.

Stepping inside the huge new Sears store in Torrance, the visitor was given an immediate impression of striking spaciousness. The vast interior seemed to stretch limitlessly in all directions. The softly variable, warm colors of the main departmental areas blend in harmonizing hues. Overhead, slimline fluorescent lighting, accented by incandescent spots, shed a glow of beauty on the massive stocks of merchandise displayed so trimly in fixturing arrangements created exclusively for the new store.

It's a treat to start a trip through the big, new shopping headquarters from any one of its seven main entrances, but this reporter happened to wander in at the center entrance on the south side and find himself in the midst of a commodious grouping of departments devoted to men's and boys' clothing, furnishings for the male member of the

family, and working attire. Continuing northward down the broad sweep of the main aisle, the colors of the columns and back walls gently change their tone. The family shoe department with its functionally-designed diagonal seating system comes into view on the left, with the attractively laid out yard goods section on the right.

Vacuum cleaners and sewing machines, then a spectacular infants' and children's shoe department are located to the south of the aisle. The section to the north follows with women's and children's hosiery, cosmetics and drugs, handbags, gloves, neckwear and jewelry.

For the moment, the onlooker is drawn past the wide traffic aisle leading to the north portion of the main floor, by the pervading prettiness that stretches straight ahead. Here are the women's fashion departments adorned in a setting of solidly-mirrored columns with huge chandeliers and matching side-lighting fixtures.

Housed in this beautiful northern section of the first floor are the decoratively-displayed divisions carrying lingerie, lounge-wear, robes, corsets, girls' and teen's wear, juniors' misses' and women's dresses, blouses, skirts, sportswear and sweaters, ladies' coats, suits and furs.

Retracing steps to the aisle going east into the home furnishings, one sees to the right, venetian blinds, awnings, shades and shutters, and the domestic department, with its sheets, pillow cases, towels, bath mats, linens, blankets, comforters, quilts and tableware.

On the main floor, eastern section, has been grouped the related home furnishings lines of rugs and floor coverings, curtains, draperies, bedspreads, upholstery, dinnerware, glassware, pictures, lamps, smokers, mirrors, home decorating accessories, radio and television, musical instruments, phonograph records and a spacious furniture department that is one of the outstanding features of the entire new retailing establishment.

Turning about and walking back west there is the hardware division on the left and housewares and small electric appliances, lighting fixtures and wiring sundries to the right. Turning south, one comes upon the home laundry appliances, freezers, air conditioners, dehumidifiers, stoves and ranges, refrigerators and kitchen ensembles on the right.

Down the double-width stairway this pre-viewer whisked himself to see what the store's lower level had to offer. Facing ahead as you reach the lower level floor are the optometrists and the toy departments.

To the east of the main building is an entrance that lets the customer out of the store directly into the automobile service station accommodating 24 cars at one time.

(Continued on page two)

(Continued on page three)

(Continued on page four)