

Staff Employees Boast 144 Years Sears Service.

Sears Color Planning and Furnishing Are Key to Home

"Color planning and furnishing the home is probably the most important single outward sign of the family's personality," is the advice of Wally Wallner, manager of the spacious and glamorous furniture department at the Torrance store.

New Microfilm Parts List Selector System

A new and exclusive system of replacement parts selection utilizing microfilm has just been installed at the Sears Torrance store, Tom Labins, customer service manager, announced today.

Four years in development, the microfilming system replaces 53 parts list books which occupied 17 feet of shelf space, with a compact 18-inch rack of 16mm microfilm magazines.

"This new system greatly speeds customer service and increases accuracy in filling parts orders," Mr. Labins said. "It is an example of Sears unceasing efforts to provide its customers with an efficient service program consistent with the demands of the modern home."

A specially developed projector-viewer is located at the customer service desk of the new Sears store at 22100 Hawthorne Ave. It will permit customers waiting replacement parts to view the projected image of the correct parts list in less than 20 seconds.

Explaining in detail, Mr. Labins pointed out that the system works as follows:

1. The customer comes to the Customer Service Desk with the model number of the item for which he wants a replacement part. (Model numbers are located on the identification plates of all items.)
2. The customer service clerk then locates the microfilm code number for the item, inserts the proper role of film into the viewer, and advances the film to the correct parts list in 10 seconds or less by means of an ingenious indexing system.
3. The customer can then view the parts list which illustrates all the component parts for his item on the 13x13-inch viewer screen. When he points out the part he needs, the clerk can then write up the part order based on the data on the screen.

In addition to normal maintenance of ordering information on its \$25,000,000 parts inventory nationally, Sears annually introduces 2,000 models of mechanical items which require parts listing. As modification and new models necessitate, new rolls of microfilm are distributed to the local store and all Sears stores across the country.

At its Chicago service headquarters, Sears expects to use almost 400 miles (over 2,000,000 feet) of microfilm annually in keeping its replacement parts list current.

"Under this new system, parts information will always be up-to-date, thus assuring customers of prompt and correct filling of their orders," Mr. Labins pointed out.

The projector-viewer and the specific application of the microfilm were developed for Sears by its own staff in cooperation with the Recordak Corporation, a subsidiary of Eastman Kodak Co.

Mr. Wallner feels that the colors and furniture in a home are the first impression-forming things every visitor comes in contact with and that everyone who enters a room judges the occupants to some degree by what he sees—whether it be the mailman, a client, the TV repairman, the husband's boss or any friend or relative. Therefore its furnishing and color plan are of utmost importance.

The manager of the largest department in the new store said, "The color planning of the home should have overall continuity. Each room should be decorated tastefully in itself but beyond that, all the rooms in a home should have color relationship to one another because, as one passes from room to room, all are in effect adjoining. And more important, the whole home is what forms the family impression in the mind of every visitor."

Wallner, a veteran of 18 years with Sears, all in the furniture department, agrees that this may sound difficult and some people may even think it is impossible. He assures the skeptics that it's not, however, with the Harmony House color program. This Sears exclusive color program is based on a group of 16 basic color families, each with a distinct color name. The colors within each family vary only from light to dark shades which provides absolute assurance that they will go together attractively in a single home.

"In addition, there is a Harmony House color planning guide which tells simply how the different major colors you choose or already have may be used together harmoniously. After the major colors are chosen for any room, the color planning guide spells out which of the other color families will go well as accent colors with the major colors," Wallner said.

With the color planning guide, overall home color coordination is easy for every homeowner in that she can use one of the accent colors in one room as the major color in another and so establish the color relationship throughout the entire house.

All home furnishing items in addition to paint and wallpaper are available in Harmony House colors so the color planning includes not only walls but floor coverings, draperies, curtains, bedspreads, and upholstered furniture. It gives the homemaker the opportunity to color coordinate everything in her home.

"Continuity of furniture is also important to create the most favorable family impression possible. Various types and styles of furniture carelessly intermixed, even in different rooms, can be disturbing and defeat overall home decorator planning," advises Wallner, who adds, "Harmony House coordinated furniture groups solve this problem, too. Furnishings of almost any type, period, style or finish are available in coordinated groups for living rooms, dining rooms and bedrooms. With any of these coordinated groups, the decorator relationship of the whole home is easily established and maintained."

Furniture arrangement and rearrangement are also made easy through the Harmony House Floor Chart with Furniture Cut-Outs. These simple devices allow you to plan your furniture arrangement on paper simply and easily with a scale and chart and scale cut-outs representing standard size pieces of furniture. These can be of great assistance when buying new or re-arranging furniture, and assures the homemaker that everything will fit and function properly.

With all this assistance, Mr. Wallner suggests that it's easy for every homeowner to decorator-plan every room in her home with the confidence of a professional. Harmony House colors and the free color planning guide, floor plan chart and cut-outs, along with Harmony House coordinated furniture groups are available from the furniture department of the new Sears store.

Thirteen staff employees having a combined total of 144 years of service with Sears have taken up the reins of management for the company as they prepare to launch Torrance's huge new Sears store in the Del Amo Shopping Center.

Goods Set up to Speed up Shopping Job

With 52 complete departments, ranging from children's and infants' wear to housewares and home furnishings, the new Sears in Torrance is complete in modern and varied merchandise ready for the shopper.

A complete ready-to-wear department offers all types of women's and misses' wearables and adjacent is a new and specialized department for "teen-age" fashions. Millinery is also shown in ions. Spacious fitting rooms are provided.

Charmode corsetry is featured, with large selections of two-way stretch, boneless and specialty garments, in addition to large stocks of brassieres for all budgets are shown.

The boys' department will interest parents wishing to see wide assortments of the newest things at money-saving prices, while the men's furnishings and work clothing sections will take good care of Dad's requirements.

Sportsmen of the area will enjoy browsing around the big sporting goods section. Here they will find everything needed to take advantage of the good fishing and hunting found in this part of the country.

Sears has long been famous for offering fine values in automotive supplies. The famous Allstate tires and batteries will be sold in the automobile section and, along with seat covers and small accessories, will be installed in the large service station. Sears famous Allstate automobile oils will also be sold, and changed in the service station.

If the customer has shopped the store and still hasn't found just what is wanted, the catalog order department is strategically located to take care of all the company's latest catalogs and merchandise offerings. Orders are written here, dispatched to the filling points without delay, and the merchandise is then rushed to the customer's home or to the store for customer pickup there.

Special orders can also be written right in the department where the customer is shopping, since each department in the store has the various catalog offerings available for customer inspection.

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The staff is headed by manager John G. Lowe, who has seen more than 13 years of service with his company in executive assignments at the Long Beach, Vermont Avenue and Hollywood stores.

Everett M. Odell, operating superintendent, started with Sears in 1943. He previously held executive assignments in Modesto, Oakland and Hollywood.

Bernice Johnson, a veteran of 12 years with Sears, started as a credit interviewer in the Long Beach store. She has held personnel manager assignments in the Spokane and Hollywood stores.

Edwin Arneson, controller, started with Sears 12 years ago in the auditing department of the Los Angeles-Pico Boulevard store. He was controller at Sears stores in Klamath Falls, San Mateo, San Bernardino and Vermont Avenue before taking his present assignment in August of this year at Torrance.

Donald Stage, durable goods and home furnishings merchandise manager, is a 23-year man with the company, having started his Sears career in Newark, Ohio, in June of 1936. In the last 11 years he has held merchandising and executive assignments at the Long Beach store.

Wayne Crandall, apparel and soft lines merchandise manager, started with Sears early in 1947. After successfully completing several department manager assignments at the Westwood, Santa Monica and Valley stores, Crandall was assigned to the Los Angeles district office as a junior merchandise manager before being made wearing apparel and soft lines merchandise manager at the Hollywood store in 1955, and it was from there that Crandall was transferred to the new store in Torrance.

Paul Labine started with Sears six years ago in the Vermont Avenue store. He became customer service manager of the Vermont Avenue store in 1957, and transferred from there to the new store.

William Koester, merchandise control manager, began his Sears career in 1948 as a trainee in the Pasadena store. He managed several different departments before being promoted to merchandise control manager at Hollywood in 1955. He held this same position at the Hollywood store before joining the Torrance organization in July of this year.

George Shabbaz, credit sales manager, took his first job with Sears Pico Boulevard store in 1946. He has held numerous assignments, ranging from credit interviewer to credit sales manager at the Santa Rosa, San Francisco and Vermont Avenue stores.

Before joining the Sears organization in 1955, John Reihing, display manager, worked in the display department of a Miami, Fla., department store. He started his Sears career at the Soto Street store as a displayman and was display manager for that store before transferring to the Torrance store in July of this year.

Paul G. Walk joined the Torrance store staff as security manager for the new store. He has been with Sears for 18 years and came to Torrance from El Monte, where he was on special assignment.

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Hundreds on Hand for Sears Opening Event

(Continued from page one) On the upper level penthouse are the employees' recreational and meeting rooms along with a modern appointed cafeteria for the convenience of the entire staff.

Even the quick excursion by this modestly observant viewer through the 248,663 square feet of the main building of Torrance's giant, new Sears merchandise center, leaves him with the thought that the store fulfills a rather extraordinary expression of what it properly might be expected to contribute toward expediting the performance of retailing's principal, professional function.

That expression of its contribution would seem to be the provision of thoroughly satisfying and wonderfully inviting surroundings for the sale of merchandise alluringly displayed and amply exposed to the view of customers whose access, inside and outside, is made completely comfortable and convenient.



THESE ARE THE 13 FOLKS who shoulder the complex responsibility that will go into the job of piloting the giant new Sears-Torrance enterprise: (left to right) E. H. Arneson, W. Wil-

Sears' Service Keeps Living Easy

As recently as 20 years ago, a homemaker considered herself lucky if she had two or three labor-saving appliances to lighten her housework.

Today it is estimated that the typical housewife lives in a home that is mechanical, electrical and an electronic marvel—filled with 25 or more appliances worth more than \$3000. From 22 to 24 electric motors, plus accompanying switches, solenoids and relays stand ready at her beck and call to do the wash, dry the clothes, scrub the floors, freeze foods, cook the meals, and provide entertainment for the family.

This change in American habits has made for more leisure time and less hard work for today's homemakers. To the retailers who furnish American customers with these electric and electronic marvels, the furnishing of honest and efficient service has come to be a major responsibility.

Sears, Roebuck and Co., for example, spends approximately \$52,000 nationally to maintain 7500 service technicians in approximately 1200 locations. In addition, the company has \$25,000,000 worth of repair parts on hand to back up and supply its service organization.

The additional number of appliances in the American home today, however, does not tell the whole story of the increased importance of service.

The refrigerator of the 1930's for example, had very few major parts that might need repairs. Today, with crispers, automatic defrosting, controlled storage areas and all the other conveniences that the homemaker expects, a refrigerator is literally a mechanical brain containing many major parts that may, at some time, require servicing.

This same principle holds true for automatic washers and dryers, with their special cycles for individual fabric types, for ranges, with their wide choice of oven and burner heats and controls, for television sets, with their intricate and highly-specialized electronic parts.

Modern-day appliances require the help of a professional repairman who is trained in the latest skills and techniques and has the parts necessary to keep the appliance in good working order.

Proper training of good service men is in itself a huge task. Sears, in order to keep its more than 7500 technicians abreast of current developments, begins to train its service men on a new appliance long before it goes on sale.

The company holds regional service schools, where service men are shown the new products while engineers, designers and factory experts go into detail on the workings and intricate design of the appliance.

Actual on-the-job training is used, as the service personnel take the appliances apart, study their construction, and re-assemble them to the satisfaction of the factory engineers.

Periodic bulletins, manuals and specially prepared training films are sent to all Sears service organizations to keep them up-to-date on new products, new techniques, and new methods of service and repair. Parts most active in demand are kept on hand in major parts depots and stores to assure prompt service for millions of Sears appliances now in use with availability from factories on certain additional parts needed for some merchandise in use 25 years and longer.

The quiet hum of a motor in the home of 1959 means less work and more leisure time for the homemaker. For the retailers of the nation it means that their responsibility to service the goods they sell will continue long past the date of purchase.

Sears Receives Plaudits from City Heads for Waste System

The new Sears-Torrance store received plaudits from city of Torrance officials and the A.P.C.D. today for its installation of unique equipment for the disposal of waste paper and trash in a manner which will not contribute in any way to the fire hazard or air pollution in the Torrance area.

Fire Chief J. J. Benner, Fire Marshal Robert Lucas and City Manager George Stevens, together with Captain Lou Fuller, Chief Deputy for the Air Pollution Control District, joined John G. Lowe, manager of the new Sears store, in a final inspection of the hydraulic paper baling equipment that has been installed in the giant new retail store located at the intersection of Hawthorne Avenue and Sepulveda Boulevard.

The newly installed baler currently presses approximately 20,000 pounds of paper into bales each week. This equipment, which produces close to five paper bales a day, each weighing 800 pounds or more, represents an investment by Sears of several thousand dollars.

Chief Benner indicated that this method of waste paper disposal reduced the fire hazard of the new store during pre-opening days by keeping to a minimum the accumulation of loose combustible material.

Fire Marshal Lucas said that several off-duty Torrance firemen were now patrolling the Sears premises at 22100 Hawthorne Boulevard and aid manager Lowe in eliminating hazardous conditions that might develop during the very busy days before the store's official opening to the public.

According to Marshall Lucas, 75 of the city's firemen have completed a tactical inspection of the new Sears store.

Displays Offer Quick Buying Ease for Men

The average Torrance and South Bay male likes to shop the quick and easy way and to see what he's buying. For these reasons, he's going to enjoy the new Sears store in the Del Amo Shopping Center which opened Wednesday.

The new Sears store of more than 283,893 square feet of floor space is a complete shopping center in itself. And the 52 departments have been arranged throughout the store according to shopper's interests.

For the convenience of the male shopper all of the men's apparel departments have been grouped together with the boys' clothing departments in the center section of the new store.

Easily accessible from parking areas on the Sepulveda Blvd. side of the building and the "hardline departments" which hold such appeal for homeowners and the do-it-yourself enthusiast. Here, with in a few steps a man will find almost anything he needs for hobbies, workshop, and to supplement his assortment of home and garden equipment.

Display islands and wall racks throughout the departments of interest to the male bear price and size placards so there are few questions a man will have to ask.

The self-serve features of the store will save many a shopping minute. If clerks are busy, the shopper merely has to select his item and take it to the departmental cashier's desk for payment and wrapping.

In the men's clothing department for instance, is a self-service hat bar where a man can fit and select his own hat. The male shopper at Sears will find the operating models interesting. It



JOHN LOWE (right), store manager, explains to Captain Lou Fuller (left), chief deputy for the Air Pollution Control District, City Manager George Stevens, Fire Marshal Robert Lucas and Fire Chief J. J. Benner how Sears paper baler operates, and shows them one of the 800-pound bales. Disposal of paper waste in this manner reduces fire hazard and prevents the store from contributing to any air pollution.

Space Allocation Makes Shopping Easy for Women

It's not that the menfolk in town were deliberately neglected when architects Stiles and Robert Clements handed Sears the finished plans for the new Torrance store. It just so happens that when the final tally is in almost twice as much space turns out to be devoted to women's interests than to men's.

Even reluctant gardeners will become enthusiastic about the power lawn mowers, feather-weight metal wheelbarrows and garden hose in several colors.

Children, too, will find lots of interesting points in the new store, especially in the new pet shop, which will have a complete section for tropical fish, aquariums, birds and supplies. It's a safe bet that the whole family will enjoy a trip to the new store.

Entering the store from the north, or mall entrance, she immediately will be in the midst of the "new" Sears store, where racks of women's ready-to-wear fashions attract the eye. There are rows of blouses, skirts, jackets, coats, dresses and furs, tables of perky hats, and lines of the latest fall and winter stylings. Walking further, she will find the sewing department, complete with materials, patterns, sewing machines and all types of sewing accessories. These departments are designed with her in mind.

Household furnishings beckon, with curtains, drapes, furniture, floor coverings, blinds, and many other merchandise lines that are of particular interest to the lady of the house and about which she is most apt to make the final decision.

Not far away down the main aisle is the cosmetics department, with an inviting aroma identifying the sex which buys these products which bear enchanting names. Close by are lingerie and bathing suits. No question about who is boss here.

The men aren't left out of the picture, in any respect. They'll find plenty to interest them in the men's apparel departments at the south end of the center section of the store.

In the section entered from the southwest side of the store are gadgets which appeal to the most ardent advocate of do-it-yourself. Here fishermen and hunters come in for plenty of attention, too, with a complete assortment of fishing gear and

saves a lot of time when you can see for yourself how merchandise operates and looks when it is installed.



EXPERTS IN THEIR FIELDS and managers of the home furnishings departments are: (Left to right) Walter Wallner, furniture, beds, mattresses; Robert Musser, venetian blinds, exterior window coverings; Robert Ruppert, draperies, curtains, bedspreads; Al Carlton, floor coverings; James Rush, gift shop, lamps and pictures.