

## Scheduled Grand Opening for Silverwoods Monday

Silverwoods Del Amo, newest in the chain of men's, women's and boy's quality apparel stores in Southern California, opens Monday November 14 and will present a "new" look that actually draws on a rich American era for its features.

Store, which will serve Torrance, the South Bay and the Palos Verdes peninsula areas, is designed and decorated in the Williamsburg tradition of natural wood panelling, brass fixtures, and antique accessories. As conceived by Burke, Kober and Nicolais, architects, Silverwoods Del Amo marks a change from the contemporary architecture of more recent Silverwoods stores.

Burke, Kober and Nicolais' designs, separate the men's women's and boy's sections of the Del Amo store into intimate shops with the use of "floating" beams and natural cherry panelling. Brass lighting fixtures, documentary wall covering, and a rich brown carpeting help establish the Williamsburg decor of the men's store. The women's section reflects the same

## 17-Year Veteran at Silverwoods Named Manager

Doug Perry, a Silverwoods employee for over seventeen years, has been named to manage the new Silverwoods Del Amo Store, ninth in the Silverwoods Chain, opening Monday, Nov. 14. Perry has served as assistant manager of the USC Campus store and until his recent promotion, as manager of the Crenshaw store.

He was born in Abbott, West Virginia, where he lived with his family until he was a year old. At this time they moved to Louisburg, North Carolina which has been the family home ever since. He attended Porter Military Academy in Charleston, South Carolina and with the idea of following in his father's footsteps, he devoted his college years to pre-med at Wake Forest in North Carolina. His medical aspirations were set aside when he came to Los Angeles and met his future wife. They were married and decided to settle down in Southern California.

During the second world war, Perry served for four years as a pilot in the USAF. It was after the war that he came to Silverwoods.

### OUTDOORS MAN

New manager, his wife Ruth and his fourteen year old son, Mike, live in the Culver City area where he is a member of the Presbyterian Church. He is an avid outdoorsman and for relaxation spends his time fishing and camping. Aside from duties as store manager, he has also managed to find time to take an active interest in the many civic functions of the Greater Crenshaw Area, such as Chamber of Commerce, where he served as director for one year, Crenshaw Rotary, and he was also president of the Crenshaw Merchants Association.

## KC's Induct 14 Local Residents into Council

Fourteen South Bay residents have been accepted for membership in the Los Crusados council of the Knights of Columbus, reports Stacy Rodman deputy grand knight of the council and chairman of the admission committee.

Scheduled for initiation into the first degree of the fraternity conducted last week in the council chambers, were: James Lynch, Don Kreuser, James Ruddy, James Paolozzi, Sal Vasi, o'm Cately and Carl Farrington of Torrance; Martin Moretti, Michael Prendergast, Alex Varas and Tom Mooney of Redondo Beach; Carl Tommo and Lee Fox of Manhattan Beach; and Larry Kirby of Hermosa Beach.

Enrollment ceremony was under the direction of John McVey, chairman of the council's ritual team.

Lyle J. A'Hara, grand Knight of Los Crusados, has revealed that the second annual "Family Fish-Fest" will be presented in the council chambers next Friday evening at 8:30 p.m.

furnishing tradition, but in a more formal way, with gold carpeting, period furniture, and antique white fixtures. The shoe section is also carpeted in gold. Draperies are natural in color, and uncarpeted areas are floored in vinyl planking.

Color themes in the store of gold, beige, olive green, rust and antique white all contribute to the relaxed intimate atmosphere of the suburban store.

Doug Perry, a Silverwoods employee for over seventeen years has been named manager, his assistant will be Chuck Balcom.



STEPHEN C. BILHEIMER  
... Owner

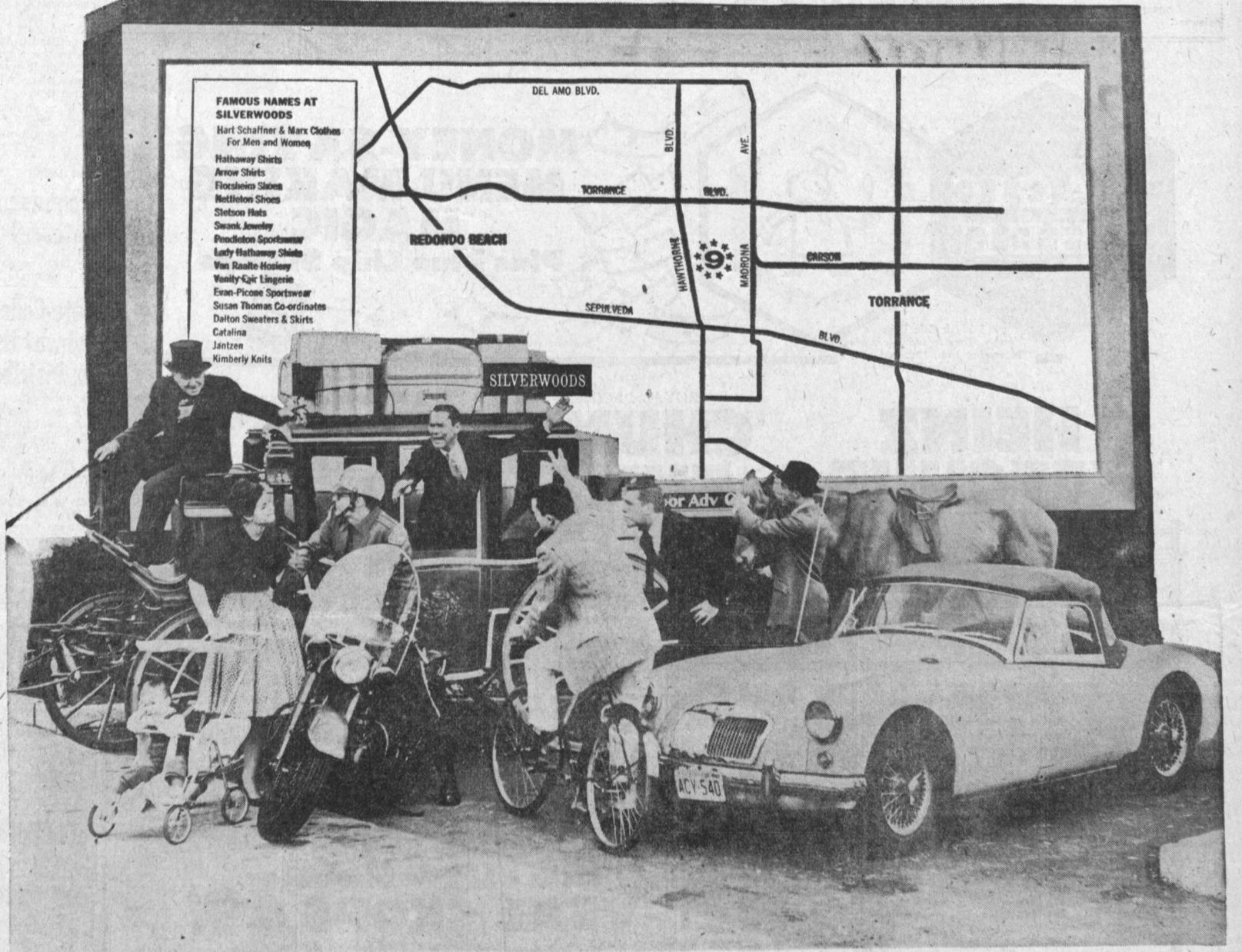


DOUG PERRY  
... Manager



OPENS TOMORROW—Magnificent new Silverwoods store for men, women and children will open tomorrow in the Del Amo Center, corner Sepulveda and Hawthorne Blvd. Prominent civic and social figures will be in attendance and will

participate in the ribbon cutting ceremonies. Artist's sketch indicate the imposing exterior of the building. Interior was designed to effectively show off the store's line of wearing apparel.



## Silverwoods ninth and nicest clothing store opens in The Del Amo Shopping Center Monday November 14!

YOU ARE CORDIALLY INVITED TO OUR OPENING CELEBRATIONS STARTING MONDAY NOON, NOVEMBER 14! EVERYTHING ABOUT THIS NEW AND WONDERFUL STORE IS PLANNED FOR YOU AND YOUR SHOPPING CONVENIENCE. IT WILL HAVE THE FINEST CLOTHING AVAILABLE ANYWHERE FOR MEN, WOMEN AND YOUNG MEN, FEATURING HART SCHAFFNER AND MARX CLOTHING FOR MEN AND WOMEN, AND NATURAL SHOULDER CLOTHING FOR YOUNG MEN AND BOYS. YOU'LL FIND ACRES OF FREE PARKING, PLUS THE ADDED CONVENIENCE OF CHARGA-PLATE SHOPPING (AVAILABLE NOW AT ALL SILVERWOODS STORES)! AND IT WILL HAVE THE VERY NICEST PEOPLE TO SERVE YOU. WE DO HOPE YOU WILL COME TO SEE US.

### OVER \$3,000 IN FREE DOOR PRIZES

Each day, Monday, Thursday, Friday and Saturday, November 14th, 17th, 18th and 19th, there will be separate drawings for the following prizes. A complete men's wardrobe, featuring a Hart Schaffner & Marx suit, a women's wardrobe of casual sportswear or smart daytime wear, a natural shoulder wardrobe and a prep wardrobe. Get your free ticket at Silverwoods, fill it out, and drop it in the correct drawing box! Good luck!

# SILVERWOODS

DEL AMO SHOPPING CENTER • 21810 HAWTHORNE BOULEVARD • TORRANCE