

Penney's Store Opens Thursday

First In Torrance

J. C. Penney's new million dollar department store in the Del Amo Shopping Center will celebrate its official opening Thursday (March 16). The store, third largest structure in the big shopping center developed by Del Amo Estate Company, is located at Hawthorne and Sepulveda Boulevards. It is also the major merchandising unit on the 600 foot long newly completed west mall section, extending from the Broadway on the north to Sears on the south.

CITY OFFICIALS
City officials, executives of the Penney organization and civic dignitaries will participate in opening ceremonies to begin at 9:15 a.m. The public is invited to the celebration which will feature special attractions for youngsters and adults.

The new Penny store is the first for the City of Torrance. The company operates approximately 50 stores in the greater Los Angeles area.

Ken Doyle, formerly manager of the Penney Westchester store, has been named manager of the Del Amo store. Doyle started with the Penney organization in 1940 as a part time salesman in Spokane, Washington. He worked at Portland, Oregon as sales and merchandising manager of the store there from 1946 to 1954. He later served as manager of the Arcadia, California store and in 1958 became manager of Penney's Westchester.

"We are fully confident that the Del Amo Center in



GRAND OPENING—J. C. Penney's new 130,000 square-foot store in the Del Amo Shopping Center at Hawthorne and Sepulveda Boulevards celebrates its grand opening Thursday,

March 16. The new store is one of the largest and most modern in the Penney Company's chain and will be managed by Ken Doyle.

Torrance will prove to be one of the South Bay's most outstanding shopping districts," Doyle said. "With the tremendous and rapid growth in new homes as well as new families, we feel the community offers a great opportunity for our quality merchandising program."

SPECIALY PRICED
"We have ordered extra stocks of merchandise for all departments," he continued. "Items will be specially priced in celebration of the grand opening. We know that thousands of local residents are familiar with our goods and we want to offer them the opportunity to buy real value items at considerable savings."

He indicated that the Del Amo store would employ more than 150 persons. Sales and merchandising manager will be Jack Miller with Patrick Hawkins and Phil Seiersen serving as floor division managers.

Containing more than 70,000 square feet, the new Del Amo store sales area is devoted to a main floor and full basement. The structure was built so a second floor can be added at a later time.

According to Doyle, the main floor will feature men's clothing and men's furnishings, work clothing, shoes, women's furnishings and accessories, cosmetics, jewelry, women's sportswear and ready-to-wear. Candy and greeting card sections will also be found on the first level.

BASEMENT
The basement floor will have boy's infants and girl's wear, piece goods, bedding, home furnishings and housewares. The stores administrative offices as well as lay away and credit departments will be located on this level.

The Penney Manager pointed out that the grand opening celebration would continue through Easter. He also explained that the store hours would be 9:30 a.m. to 9:30 p.m. on Monday, Thursday and Friday, and 9:30 a.m. to 5:30 p.m. on Tuesday, Wednesday and Saturday.

PRUNE AFTER BLOOMING
Prune spring flowering deciduous shrubs after they finish blooming — or while they are blooming if you want the color in your home.

Tom Miller is Derailleurs' New President

Tom Miller has been elected president of the recently organized Torrance Derailleurs, a bicycling group sponsored by the Torrance Recreation Department.

Other officers include Gary

Gregg, vice-president; Gene Hooser, secretary; Tim Smith, treasurer, and Ivar Sampson, publicity secretary.

The club meets on the first and third Mondays of each month at 6:30 p.m. in the Wal-

teria Park recreation hall, 3855 W. 242nd St. Any person over 11 years of age with a Derailleur-type bicycle is eligible to join.

Use classified. Call DA 5-1515

Local Youth in College Musical

Michael Mullen, Carleton College sophomore from Torrance, is among the Carleton students singing and dancing their way through Carleton's all-college musical production, "Guys and Dolls." The Frank Loesser composition, produced and directed by students, will be presented to the public on March 10 and 11, in the Northfield High School auditorium.

Mullen is the son of Mr. and Mrs. Charles Mullen, 1519 Post Ave., Torrance.

Recreation Department Sets Theater Bus Excursion Friday

Pasadena Playhouse's production of "The Deadly Gam" will be viewed by area residents Friday (March 17) when the Torrance Recreation Department again sponsors one of its theatre bus excursions.

Sidney Blackmer, a longtime star of stage, screen and television, is featured in the comedy-melodrama.

Cost of the trip is \$3 or \$4 per person, depending upon the theatre seats desired. This includes admission, bus fare and insurance and must be

paid no later than Tuesday (March 14).

The bus will leave the Recreation Department headquarters, 1511 Cravens Ave., at 7 p.m.

INFORMAL PARTY

Enjoying an informal party recently at The Pen & Quill restaurant in Manhattan Beach were Mr. and Mrs. Robert E. Miller of Hollywood Riviera and their dinner guests, Mr. and Mrs. Daniel S. Carr and Mr. and Mrs. Edward Barrett of Torrance.



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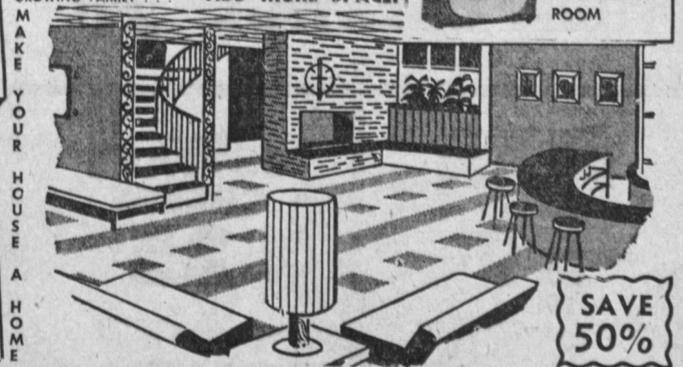
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