Bullock's Del Amo Opens on Sept. 12

Opening of the new Bullock's Fashion Square has been scheduled for Monday, Sept. 12.

The new store, designed by Welton Becket and Associates, will include some 260,000 square feet of store space in a garden-like setting. An additional 67,500 square feet is available for other tenants in the Fashion Square.

"Elegance through simplicity" is the basis for Bullock's Del Amo, according to James Hennix, Bullock's staff architect who supervised construction of the store. Two rectangles, one overlapping the other, each contain two shopping floors. Service functions are located in a basement.

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TEXTURED shell brick in two shades of buff will unify the two rectangles and a white sculptured cornice will add an extra bit of elegance, Hennix said. Color accents include glazed, handmade tile in shades of orange.

C. L. Peck is general contractor for the Fashion Square. Bullock's Realty Corp. is the owner and developer of the new center.

Interior designs, created by Raymond Dexter, Bullock's vice president and a veteran of 51 years with the stores, will present Bullock's traditional concept of numerous individual shops of varying sizes and decor.

LIGHTING uses a new concept with soft incandescent recessed light and chandeliers balanced by secluded fluorescent illumination, Dexter explained. Wall and floor coverings and numerous objects d'art have been designed to reflect an Old World atmosphere.

Bullock's home store will occupy the entire first level of the air conditioned building. The second level, with covered entrances on three sides, will feature Bullock's famed Talk of the Town shops and a spacious men's store.

Collegienne wear and a large beauty shop will occupy the third level, while children's wear and toys will be the feature of the fourth level.

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A GARDEN tea room and a fast service counter dinning room are included on the fourth level and an employe cafeteria is planned for the third level. Bullock's will employ about 1,000 persons.

Receiving and marking of merchandise will be done on the basement level and general offices will share the first level with the home shop.

Parking for more than 2,000 cars will be provided in a landscaped parking lot surrounding the Fashion Square. Ruth Patricia Shellhorn of Shellhorn - Kueser Landscape Architects designed the landscaping, which features native and exotic trees, colorful plants, and ground covers.

Other Bullock's stores are located in downtown Los Angeles, in the Wilshire district, Pasadena, Westwood, Palm Springs, and Lakewood. Fashion Squares are located in Sherman Oaks and Santa Ana.

Legal Secretaries Group Plans Potluck Gathering

Southwest District members of the Legal Secretaries Association will hold their annual potluck dinner at the home of Attorney and Mrs. Donald E. Burbank, 5525 Corning Ave., Westchester, Sunday, Aug. 21.

The event, one of the association's chief fund-raising activities, is scheduled from 1:30 until 5:30 p.m.

Members of the group will prepare their specialties to be served at dinner. Adults may purchase tickets for $2 each and children will be admitted for 75 cents. Beverages are priced at three for $1.

Invitations will be sent other legal secretaries' associations in the county, area judges and attorneys, and to bosses.

Reservations may be made by calling Jessie McIntyre, EA 2-3892 or FR 4-8020.

Maintenance Supervisor Hired by Local Schools

Otto E. Mason, 57, was named supervisor of maintenance and operations for the Torrance Unified School District Monday. Mason succeeds LeRoy "Dutch" Aldershof, who is moving to the San Diego area.

Mason comes to Torrance from the Temple City, Calif., schools.

He began his career as a school custodian and later obtained a teaching certificate and taught college classes. Most recently, he has been businss manager of the Temple City Schools.

Frank Mattox, assistant superintendent for business, told the Board of Education Monday Mason is regarded as an expert in school maintenance and operations. He has served on several advisory committees and as a maintenance consultant to several school districts.

Roger E. Rogge, 24, son of Mr. and Mrs. Christopher W. Rogge, 17044 Van Ness Ave., received an early promotion to Army pay grade private E-2 on completion of basic combat training at Ft. Bliss, Tex., July 30. He was awarded the promotion two months earlier than is customary because of his score in firing the M-14 rifle, high score on the physical combat proficiency test and his military bearing and leadership abilities. The early promotion program is an Army policy providing incentive for outstanding trainees. Rogge entered the Army in May 1966. A 1959 graduate of Narbonne High School, he received his B. S. degree from California State College at Long Beach.

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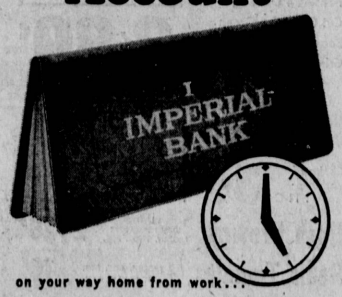

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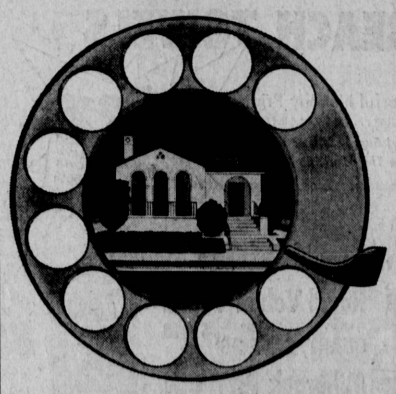
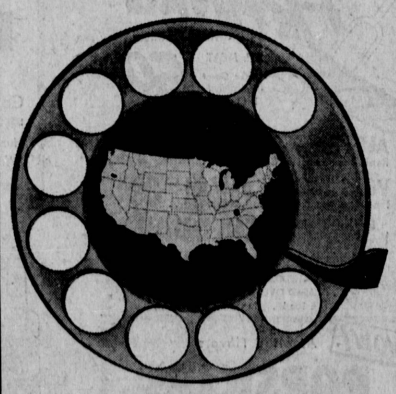


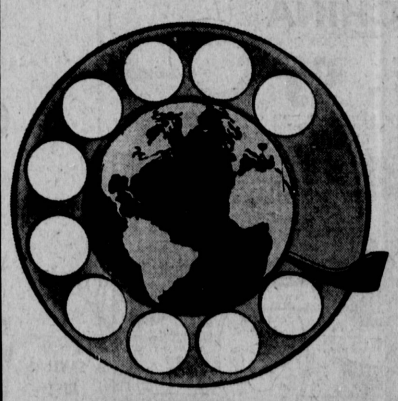
YESTERDAY

(You could dial a phone call clear across town)



TODAY

(Now most Californians can dial across the nation)



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(You may even be able to dial a call across an ocean)

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