

Motoring Public Influences New Sears Outlets

Business historians of the past couple of decades are generally agreed that one of the prime reasons for the success of Sears Roebuck and Co.'s retail stores has been their recognition of the significance the automobile had in establishing shopping patterns.

Most of them feel also that a firm foundation of the company's expansion since World War II has been the increasing importance devoted to customers who drive.

SEARS WAS one of the first retailers to build stores upon the knowledge that driving shoppers need stores designed to cater to their needs.

This involved providing stores on the perimeter of downtown areas, and cushioning stores with sprawling expanses of parking area.

It also involved stocking more and more merchandise to beautify or maintain automobiles, and to erect service facilities for the cars.

THIS CONCEPT is evident in the new Torrance-Sears store, where space for approximately 2000 automobiles stretches around the store.

It is also startlingly obvious when the driver approaches the store from Sepulveda Blvd. and sees the glistening Allstate service station at the east corner of the Sears site.

The ultra-modern and up-to-date service center will carry an inventory of over 4000 different items.

Here, 24 customer cars can be serviced simultaneously for everything except body and fender work. Fifty well-trained employees will be on hand to serve customers in installing mufflers, seat covers, batteries, tires and brakes.

SPECIAL EQUIPMENT with unique capabilities has been installed at Sears newest service station for motor tune-ups and wheel alignment.

A Sun Oscilloscope will be used by Sears technicians in testing customer cars as they run for electrical and mechanical service.

This equipment identifies and locates mechanical and electrical problems electronically, produces a "line picture" on a screen similar to a small television set, which the Sears automotive technician "reads" in pinpointing such engine deficiencies as faulty spark plugs, points, weak condensers, distributor shorts; in fact, almost any condition which would adversely affect gas mileage and smooth car engine operation.

The station will also be equipped with wheel balancing equipment which was developed jointly by Sears and the California Institute of Technology.

AS EARLY as 1953 Sears was anticipating the motoring problems which would develop from higher speeds, smoother highways and automobiles with greater horsepower.

Sears started a research project in 1954 to determine what these needs would be and to develop a scientifically accurate system of properly balancing wheels.

Out of this project evolved a new concept of accuracy in balancing, contributing benefits to the motorist's car heretofore unattainable.

Two Top Sears Officers Have 70 Years With Company



FWLER B. McCONNELL
Chairman a 43-Year Veteran

A veteran team of men seasoned by years of training in all phases of buying, merchandising, and distribution heads up the retail and mail order operation known as Sears, Roebuck and Co.

The two top positions in the company are held by men with a total of 70 years of Sears service. They are Fowler B. McConnell, chairman of the board of directors, with Sears 43 years, and Charles H. Kellstadt, president, who has been with Sears 27 years.

A NATIVE of Upper Sandusky, Ohio, McConnell joined the company as a mail order stockman in 1916 shortly after graduating from the University of Chicago. His career was interrupted briefly by World War I when he served in France as a captain of infantry. Upon his return to Sears in 1919, McConnell was named as assistant shoe buyer. Thus started the long string of promotions which culminated in May, 1958, with his election as chairman of Sears board.

McConnell was appointed general manager of the Philadelphia mail order plant in 1930. The following year he entered the retail side of the business by taking over supervision of the company's Southern retail operation. In 1932 Mr. McConnell returned to Sears Chicago headquarters, where, three years later, he was named assistant to the president and company secretary.

IN 1938 McConnell was elected a company director; in 1939 he was named vice president in charge of retail operations.

McConnell was elected company president in March, 1946, and continued in that capacity until 1958, when he was named to the post of chairman of the board.

Kellstadt, a native of Columbus, Ohio, joined Sears in 1932 after 15 years' experience in merchandising in Akron and Cleveland, Ohio.

He managed Sears Cleveland retail store for 14 years before being named in 1946 the company's national retail merchandising manager.

Kellstadt was elected to the board of directors in 1948. In 1950 he was named vice president in charge of Sears Southern Territory. He succeeded McConnell as president in 1958.



CHARLES H. KELLSTADT
President at Sears 27 Years

Shade-O-Matic Color Machine Ends Guesswork

Color-conscious customers whose decorative urge propels them to seek a punctiliously perfect match to any one of hundreds of different paint tones, or who wish to achieve an altogether new and individualistic blend, will be rapturously fascinated by an ingenious machine installed on the back wall of the paint department of Torrance's new Sears store.

Known as the Rockote Shade-o-matic, this device is operated with electrical activation and a semi-hydraulic system. With the press of a button it dispenses the correct amount of colorant to match unerringly any one of a thousand different hues.

WITH THE Shade-o-matic there are no more lead tubes of color to open and squeeze into the tint base. The dials of the machine are simply set for the color wanted. After the automatically dispensed amount of colorant is added, the can is placed on the shaker and the job is done.

Sears famous color bank making available 270 shades was established nearly eight years ago. By the use of 14 different colorants packaged in three sizes of tubes, these many tone gradations have been attainable now since 1951.

DESPITE THE great progress that was launched by this paint-matching system, it possessed some definite disadvantages. One was that the colorant could be added only in the quantity dictated by the size of the tube. Also, because the tubes had to be squeezed manually, the quantity of colorant dispensed was not always the same. This frequently resulted in imperfect color matches. In the last analysis the mixing of paint in this manner was a messy, time-consuming task.

The new Shade-a-matic is capable of producing gradations of color in a range so wide and so delicately different that some tones may be beyond the ability of the normal eye to discern.

At its Chicago service headquarters, Sears expects to use almost 400 miles 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," 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 Corp., a subsidiary of Eastman Kodak Co.

Displaying Merchandise Is a Job for Specialists

There's more than meets the eye behind the arrangements of the scores of display signs, tables, and counters, and the thousands of items they contain, at Sears giant new Sears-Torrance store in the Del Amo Shopping Center.

A crew of roving experts moved into the plant some weeks ago to place the specially ordered fixtures and to bring to life scores of sketches and tasteful display ideas worked out weeks ago in Sears planning offices.

THIS DISPLAY crew is headed by F. D. Behring, store planning and display manager for the Pacific Coast Territory, and F. W. Buckler, Los Angeles district display manager. Their men work in close cooperation with the local contractor and his workmen who built the store. They are also hand-in-glove with the flow of merchandise specialists, each in his particular line, who have been appearing in the Torrance store more and

Microfilm Parts Listing Speeds Service Program

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

Four years in development, the microfilming system replaces 53 parts lists books which occupied 17 feet of shelf space, with a compact 18-inch rack of 16-mm 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. in the Del Amo Center. It will permit customers wanting replacement parts to view the projected image of the correct parts list in less than 20 seconds.

Explaining in detail, 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 roll 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 2000 models of mechanical items which require parts listing. As modifications and new models necessitate, new rolls of microfilm are distributed to the local store and all Sears stores across the country.

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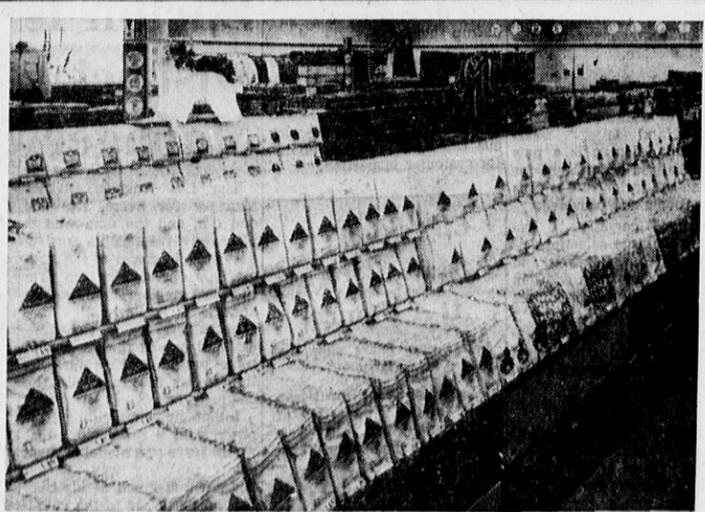
FALL FASHIONS . . . Keynoting the women's apparel department at the new Sears-Torrance store as it opened yesterday were the fall fashions. Here the shopper could find a wide choice of the new fall lines in charming surroundings.



FOR MILADY . . . Vast assortments of items bearing the well-known Charmode label are displayed in front of spacious fitting rooms, concealed behind curtain-covered wall display. Here the ladies will find conveniently displayed items for their shopping convenience.



LATEST FOR MEN . . . Fall fashions for men are featured in the men's dress clothing department at the new Sears-Torrance in the Del Amo Center. Packaged for convenience, most of the items are stored for display in the most modern fixtures.



MEN'S FURNISHINGS . . . The fashion-conscious male shopper can find just the right item to go with his wardrobe in the large selection of furnishings. Here items are conveniently displayed to help the man with his shopping chores — or the lady with her gift shopping for the man of the house.



SPECIALTY MANAGERS . . . Heading those departments in the specialty classification are (from left) Velma Nelson, drugs, sundries; Polly Lack, candy and snack bar; Marion Page, stationery, books, cameras; Dorothy Owens, cashier; Jack Butcher, catalog orders; Helen Petrill, jewelry, silverware, clocks; and Eleanor Ginder, PBX operator.

SEARS HAS INFLEXIBLE POLICY: ABSOLUTELY NO SUNDAY SELLING

Although Sunday opening in the retail trade have been on the increase in recent years, strong opposition to this trend of opening stores for Sunday shopping has been voiced by many merchants' groups throughout the nation.

During the past year the controversial subject of Sunday retail openings was reviewed by many state legislatures and in some states laws were passed prohibiting opening on Sunday by any stores except those engaged in selling articles of absolute necessity as determined by law enforcement agencies and the courts.

JOHN G. LOWE, Torrance-Sears manager, prior to yesterday's launching of his company's big new store in the Del Amo Center, made known the firm stand that Sears has taken with respect to the Sunday opening question. "The ruling on the matter as far as Sears is concerned," said Mr. Lowe, "has been in force for nearly two years. It is absolutely unequivocal. It states flatly that no Sears store anywhere is authorized to open on Sunday for the purpose of selling merchandise."