

J. C. PENNEY CO.  
NEW STORE  
TORRANCE

The  
**Torrance Herald**

J. C. PENNEY CO.  
OPENING  
EDITION

FIFTEENTH YEAR—No. 38

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**J. C. PENNEY CO. OPEN TORRANCE STORE**

**ELEGANT NEW STORE ENHANCES TORRANCE BUSINESS DISTRICT**

**Thursday Evening, Sept. 19**  
**OPENING DAY VALUES**  
**All Day Friday and Saturday**

**BUFFINGTON, STORE MANAGER, SEES BIG FUTURE IN TORRANCE**

This evening and all day Friday and Saturday, the J. C. Penney Company will formally open its new store in Torrance to the public. The event will mark another epochal event in the progress of this city and its great and growing community.

The faith of the nation-wide merchandising organization in the Torrance district was demonstrated some months ago when it was decided to include this city as the location for one of its big stores. An enterprise of the magnitude of the J. C. Penney Company in arriving at such a conclusion is a demonstration that this community is regarded by the executives as one of the favored spots of California for business and a place of undoubted stability.

But with the investment of money in the purchase of ground and erection of a modern business block, is further evidence of the faith that the organization's managers have in this city and environs. The realty investments of the J. C. Penney company officials here are said to aggregate close to \$35,000.

With this new and annually large store equipped with the most modern of counters and show cases the J. C. Penney Company building offers the utmost in shopping comfort and convenience to its customers. The main floor space is 30 feet by 140 feet. The mezzanine floor is 35 feet by 30 feet, and the office balcony is 11 feet by 30 feet.

The entire display equipment is new. Display cabinets are constructed of glass, fitted together without metal braces, thereby affording unobstructed view of merchandise.

**Oak and Maple**  
The tables and shelves are constructed of a taupe colored solid oak. From the arcade display windows at the front of the store to the shoe department at the rear, beauty and utility are combined in the construction and the fittings.

"Although attractiveness has been sought, the motive back of our store arrangement has been to provide a place where our customers can shop more easily and in more comfort," F. M. Buffington, manager, explained.

**Section for Men**  
Entering the store, the customer comes to the sections on the right

devoted to men's apparel. At the right is a cabinet to keep hats and caps more sanitary and allows more effective display and handling.

Near the center is a glass display for shirts, and another devoted entirely to ties. These glass show cases, like all others in the store are new, and are built without metal supports that might obstruct the view.

Other furnishings, including collars, belts, socks, and similar articles, are shown in this section at the right. They are placed on shelves and can be displayed on the long counters. Both counter and shelves are of taupe and dark oak.

**Large Department**  
In the same aisle on the right is the clothing department. The suit department contains a full line of fall apparel. In the center of the display cabinet is an alcove mirror, with stationary glasses arranged in such a way that a suit may be viewed from all angles.

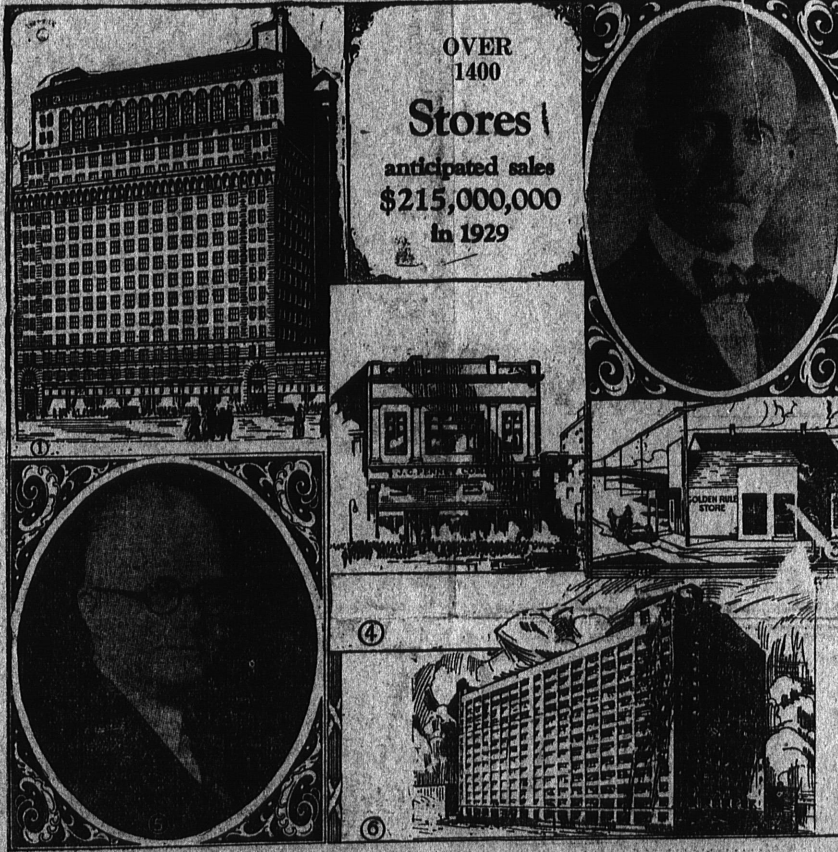
Between the cabinets containing suits and the shelves and the counter for men's fittings is a row of tables, constructed of oak to match the other equipment. On these tables are shown men's trousers of all kinds, work hats, golf knickers, sport sweaters and other articles.

**Underwear, Shoes**  
At the right in the same aisle, as the rear of the store is approached, is the underwear department. The stock is kept in shelves and displayed from counters. On the right are tables and shelves containing overalls and other work clothes.

At the end of this aisle is the shoe department, spacious and well lighted. Men's, women's and children's shoes are displayed. Shelves line the walls and in addition there are cabinets, arranged in such a way as to give an abundance of room for shoppers. There are comfortable seats in the shoe department.

**For the Boys**  
Returning to the front of the store at the head of the second aisle, the boys' department is reached. In this department, displayed just as attractively as are those of their fathers, boys' shirts, blouses, underwear and other apparel are housed.

On the left is a costume jewelry department. In this department are sold necklaces, brooches, belts, (Continued on Column 4)



No. 1—The J. C. Penney Co. Executive and Buying Headquarters, New York City. No. 2—Mr. J. C. Penney, founder of the Company. No. 3—Mr. Penney's first store in Kemmerer, Wyoming. No. 4—A typical store. No. 5—Mr. E. C. Sams, President of the Company. No. 6—The new huge central western warehouse of the Company in St. Louis.

F. M. Buffington, the manager of the Torrance store, has been associated with the J. C. Penney Company since October 18, 1922. His ability and initiative have been recognized by the company in the form of one promotion after another during the past seven years. He has completed the business training course of the J. C. Penney Company, as well as the advertising course and the advertising course for managers. To this practical experience, he has added University of Colorado during the years of 1918 and 1917, and has graduated from the American School of Podiatry, where is gained much scientific knowledge of foot structure and the art of correct shoe fitting.

His first position was that of office manager in the Boulder, Colorado store. In April 1921, he was transferred to Ventura taking the position of office manager and fourth man. In November of the same year, he was rewarded with the position of assistant manager of the new Santa Paula store, which he assisted in opening.

Buffington's next promotion was that of advertising manager and second man in the Bell, California, store, where two years later he was made first man or assistant manager.

When R. C. Carlson was made manager of the Huntington Park store, he took Mr. Buffington as assistant manager with him on January 1, 1928, which position Buffington has held until his appointment as manager of the Torrance store.

During Mr. Buffington's affiliation with the Huntington Park store, it has shown remarkable progress.

"Monthly increases of 214% to 276% in volume of business have been enjoyed by the Huntington Park Store this year over the corresponding months last year," said Mr. Buffington.

"It is with great pleasure that I have come here as manager of the Torrance store," stated Mr. Buffington, "because I feel that in a locality with such splendid possibilities for development, and with such a progressive spirit as I find here, there is a great opportunity for an organization with the constructive policies of the J. C. Penney Company to grow with Tor-

rance and to contribute materially to its development.

"The industrial progress of Torrance with its forty factories and the forward looking attitude of its citizens make it a logical trading point for the entire harbor industrial district. In fact the entire state of California seems to be particularly adapted to the advanced type of merchandising that the J. C. Penney company practice, and there are more J. C. Penney Company stores in California than in



F. M. BUFFINGTON  
Manager, Torrance Store

any other state in the Union.

"In 1928 the J. C. Penney Company contributed \$4,380,918.00 to the prosperity of California. This included \$1,687,241.00 for merchandise purchased from firms within the state; \$1,978,607.00 salaries paid to employees within the state; \$220,413.00 for advertising and donations; \$396,127.00 for rent and upkeep, and \$698,240.00 for other expenditures.

"In the company's nationwide construction and remodeling program for 1929, \$800,000,000 are being spent in the states of California, Washington and Oregon alone. Wherever it is practical and possible (Con. on Page 4, This Section)

(Continued from Column 2)  
buckles and all sorts of novelty jewelry. A light wall display cabinet with glass doors holds a showing of Facial Cosmetic line. This brand is sold only in J. C. Penney Company stores and represents one of the finest and purest of French products.  
In the center of their aisle are a number of tables, on which varied articles are to be displayed. The

stairs leading to the mezzanine are at the end of the left side of the store aisle.

**Goods for Women**  
Returning to the front of the store, the customer finds a section against the front wall between the two entrances. This section contains fancy laces, ribbons, leather goods, gloves and handkerchiefs, all displayed in glass cases.

(Con. on Page 4, This Section)

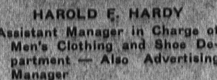
**Young Men Who Show Ability Advance Rapidly**

Although the J. C. Penney Company is vitally interested in the opening of new stores, an even greater concern is felt for the men of the organization who have made possible the great expansion, it was announced today. For without capable executives, the company cannot grow and one of the first considerations in opening a new

assistant manager of the Torrance store has been with the J. C. Penney Company for four years. Three years were spent in the J. C. Penney store in Austin, Minnesota, and one-half year in the store at Huntington Park, California, as extra. While at the Huntington Park store, Mr. Hardy attended the University of Southern California to better fit him for advancement. His appointment as assistant manager of the Torrance store came as a reward of his faithful and consistent record with the company.

"One of the many good features about the J. C. Penney Company is that one man cannot advance without taking another man up with him," said Mr. Hardy. "For example, Mr. Buffington's and my advancement from the Huntington Park store, has given rise to the promotion of a number of other men in that store."

The rapid advancement given men who show ability with the J. C. Penney Company is illustrated in the case of Mr. Hardy, who is now only 25 years old, but who has been given the position of assistant manager in the Torrance store, in charge of men's clothing and the shoe department. He will also be the advertising manager of the Torrance store.



HAROLD E. HARDY  
Assistant Manager in Charge of Men's Clothing and Shoe Department — Also Advertising Manager

store is the training of men to take charge of the business.

Harold E. Hardy, who will be

TO THE  
**J. C. PENNEY CO., Inc.**

AND  
**MR. F. M. BUFFINGTON**  
MANAGER

**Congratulations**

AND  
**Best Wishes**

FOR YOUR  
**SUCCESS**

**Sidney J. Babcock**  
BUILDING CONTRACTOR

SANTA ANA, CALIFORNIA  
PHONE SANTA ANA 1107 201 NO. McLAY

**F. W. Woolworth Co.**  
**Congratulates**  
**J. C. Penney Co., Inc.**

**Upon The Opening Of**  
**Their Torrance Store**

The hearty welcome given the F. W. Woolworth Company at their opening has been cherished as one of the happiest moments in Woolworth history.

We know the J. C. Penney Company will appreciate as we do the splendid co-operative and progressive spirit of the Torrance Herald, Torrance Merchants and the People in This Entire District.

The patronage we have enjoyed from the people of this district has been more than we anticipated and we hope the J. C. Penney Company will be as well pleased with the success of their Torrance store as we have been with ours.

**F. W. WOOLWORTH CO.**  
**5c-10c-15c Store**