

Newberry's Opens Today

Remodeled Store Now Twice Its Former Size

Completion of the extensive remodeling and enlarging of the J. J. Newberry Store will be observed this weekend with a three-day sale starting tomorrow, according to J. H. Paget, manager.

The alterations have increased the size of the old store from 936 square feet to 1708 square feet—or almost twice the former size.

In addition to the sales floor area, the new store will have 2800 square feet of stock space across the alley from the store.

According to Paget, who has been manager of the store for the past three years, the cost of the alterations are approximately \$50,000, while the fixtures will add another \$25,000, and the warehouse an additional \$35,000.

C. H. Wheatley, superintendent of this district for the chain of Newberry stores, said that approximately 50 per cent more employees will be added to the present clerical staff and sales girls. All will be local persons, he said.

MODERN FRONTS

The alterations are being made by R. J. Brennan, contractor on the job. Modern design, harmonizing with the California tempo, will be the theme of the two new store fronts.

Remodeling of the interior includes the installation of an all new lighting system. Fluorescent lighting fixtures of the latest possible design will light the interior.

Color scheme of the interior will be light peach walls with a pale green ceiling.

EXTEND LINES

"We plan to extend our lines considerably," Paget said. "Other than the strictly five and ten cent merchandise that we normally carry in our stores, we will add ladies' and children's dresses, children's shoes, piece goods, draperies, made-up curtains, plastic-wear lines, lamps and shades, picture frames, and many other items.

Today the Newberry company operates 506 retail stores in 45 of the 48 states. The company estimates that together with its subsidiaries 80 percent of its income is derived from the sale of articles priced at \$1 or less and 50 per cent comes from items sold for 25 cents or less.

Expansion of the modernized Newberry store is typical of the general increase in business which Newberry's has enjoyed since the end of the war, company officials said.

Sales of the corporation and its subsidiaries increased very substantially since the last war, an official reported.

Behind the reopening of the new Newberry store is the sort of legendary success story that seldom fails to entrance the

normal American. Chief difference in the Newberry story, however, is that the great chain of stores is still run by the man who founded it.

J. J. Newberry, founder and chairman of the board of directors of the organization which bears his name, is still personally active in the business. He either works at his desk each day, directing the nationwide operation of the stores, or he is out personally visiting some of the units in the chain.

Born of English and Dutch parents in middle-eastern Pennsylvania, Newberry's business career began as a boy when he started running errands for a local store. From that he graduated to clerk in a department store, after which he got a job with S. H. Kress Co., one of the first 5-10 and 25-cent chains.

Young Newberry kept on with the Kress organization, learning all he could about merchandising, until he was promoted to a position as a buyer. In time he became an executive in the firm.

OWNS OWN STORE

About this time J. J. Newberry's health failed and he was forced to take a long rest. When he recovered he decided to start his own retail business and opened his first store in Stroudsburg, Pa., with himself as a "staff of one" doing all the work.

Having established his first store with his own savings, Newberry took his earnings for the first year and one-half of his new business activity, to open a second Newberry store in 1913. He hired J. L. Boughner, who later became a vice president in the firm, as manager for the second store. Newberry's chain began.

While methods of operating the Newberry stores are "necessarily standardized to some degree," the company explained, "no two stores are operated exactly alike." Each manager is given opportunity to show initiative and originality—and suit the operation of his store to local conditions.

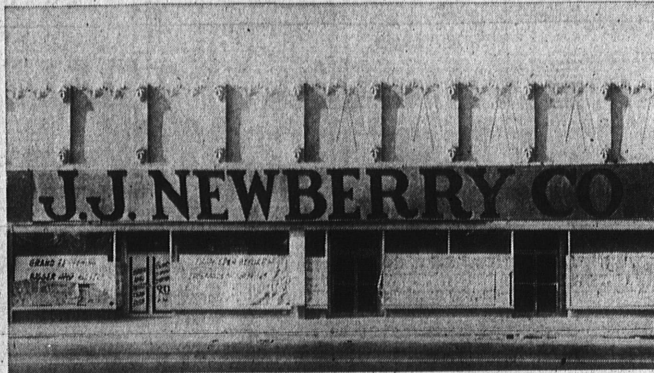
To add to this incentive to keep the firm's local merchandising methods in tune with the local market, the company explained that each store manager shares on a percentage basis in the net profit of the store he operates.



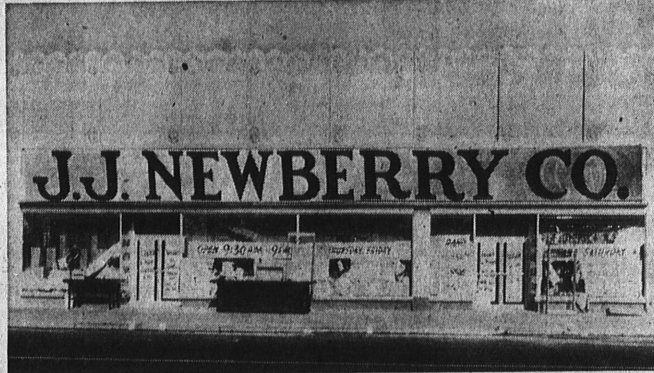
LEND A HAND . . . District Superintendent C. H. Wheatley drops into the Torrance store, after which he got a job with S. H. Kress Co., one of the first 5-10 and 25-cent chains.



READY FOR OPENING . . . J. H. Paget, manager of the Newberry Store here, has spent a few hectic weeks in getting the expanded store ready for the grand reopening this morning. Here he is setting up one of the newly outfitted display mannequins. (Herald photo).



PRESSED FOR TIME . . . were the carpenters, electricians and painters who worked right up to deadline time for the reopening of the J. J. Newberry store today. When all scaffolding and blinds are removed the expanded store will present completely modern fronts on both the El Prado and Sartori avenue entrances. (Herald photo).



REOPENS TODAY . . . Closed since Saturday while workmen put finishing touches to the interior and clerks stocked new counters high with added merchandise lines, the expanded and remodeled J. J. Newberry Store will hold a grand reopening sale starting today. Turn to other pages in this issue for advertisements of the hundreds of items offered at terrifically low prices. (Herald photo).

Surprise Visit

Mrs. Frances Clark, 1731 Andree avenue, on an extended eastern vacation, writes from the home of her son and daughter-in-law, Mr. and Mrs. David Clark of Rapid City, S. D., telling of a surprise visit from the Arthur Hodges of Lomita. The Hodges, who were touring the United States from California to Maine, enjoyed points of interest in the Black Hills with her, she stated.

Lion Pinmen Split Lead

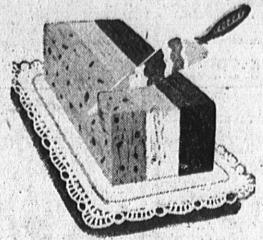
Lions bowlers' grip on the first place spot in the South Bay League was shaken just a mite this week when the Redondo Blues pulled up abreast of them with a 16 won, 8 lost record for each. Moving into the third spot was the Redondo Golds with a 13 won and 11 lost record. Next came the two Manhattan teams, and finally, the Torrance No. 2 squad.

ORANGE JUICE BLOCK

Frozen orange juice sold in the 1948-49 season would have made a block 60 feet wide, 5 feet deep and a mile long, says the Department of Agriculture.

RUG FIGURES

In 1949, 73 million square yards of wool floor coverings were produced in the U. S., as compared to the 1948 output of 80 million square yards.

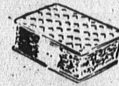


NEWBERRY'S OPENING SPECIAL!

Quart Brick

ICE CREAM 29¢ qt.

VANILLA, CHOCOLATE, STRAWBERRY, Etc.



Opening Special
JUMBO
ICE CREAM

SANDWICHES 5¢

J.J. NEWBERRY CO.

CORNER of SARTORI & EL PRADO
TORRANCE

OPENING SPECIALS



PHILADENDRONS 10¢
Good Healthy Plant in 2 1/2-inch pot

TOTEM POLES, at only . . . 88¢

Outside Shrub Potted
CAMELLIAS 25¢

2 1/2 Inch
POTTED IVY special 10¢

King Alfred (3)
DAFFODIL BULBS 29¢

J.J. NEWBERRY CO.

CORNER of SARTORI & EL PRADO
TORRANCE

OPENING SPECIAL

Boys' from 10 to 16



Mouton

Collared
TACKLE TWILL

JACKETS

These extra fine Boys' Mouton Collar Coat Jackets were bought especially for this even. Quantity is limited, so we suggest early purchase!

Special **\$8.88**

J.J. NEWBERRY CO.

CORNER of SARTORI & EL PRADO
TORRANCE

You Are Cordially Invited to Attend NEWBERRYS 39th ANNIVERSARY EVENT and the GRAND RE-OPENING of TORRANCE NEWBERRY

THURSDAY, FRIDAY & SATURDAY OCT. 19, 20, 21

We proudly present to you one of the Greatest and Finest Newberrys in the Harbor Area! Thirty-three complete departments to serve you with better merchandise at lower prices.

Free! BALLONS -- POPCORN -- TOYS
—for all the kiddies Thursday, Friday and Saturday when accompanied with parents.

Free! ICE CREAM, SATURDAY ONLY
—10 a.m. to 11 a.m. — 1 p.m. to 2 p.m. — 4 p.m. to 5 p.m.—
Saturday for all children accompanied by parents

Free! ALOHA ORCHID CORSAGE
—for the first 1000 ladies visiting our store Thursday, October 19th

OPEN THURSDAY, FRIDAY, & SATURDAY NITES

J.J. NEWBERRY CO. 5¢-10¢-25¢ STORES

CORNER of SARTORI & EL PRADO — TORRANCE