Thursday, August 23, 1956 TORRANCE PRESS Page 16 Newberry's Expands from Variety to Dept. Store



ATTRACTIVE DISPLAY Latest in merchandising display has been introduced at New-berry's where "harps" are used to show off merchandise to. advantage .- Press Photo.

Grand Opening . (Continued From Page 1)

back to back, enabling the salesgirl to serve the customer more efficiently.

Department signs are posted throughout the store for the shopper's convenience.

Modern air conditioning throughout the store adds to the comfort of the shopping public. Wide aisles between the coun-

ters permit the free movement of customers. Peg board walls displays permit the showing of additional merchandise on attractive glass shelves and hooks. The pegs can be arranged at any height to accommodate any size merchandise.

Several new departments have been added including a snack bar, while yardage and curtain departments have been expanded. The snack bar, which is lo



STREAMLINED SERVICE Expansion and remodeling at Newberry's has brought with it the more and more popular semi-self-service method whereby customers may pick out whatever they need in the various departments and then go to one of several conveniently located cashier stations. Sales women will still be available to advise and wait on customers.

Grand Opening ...

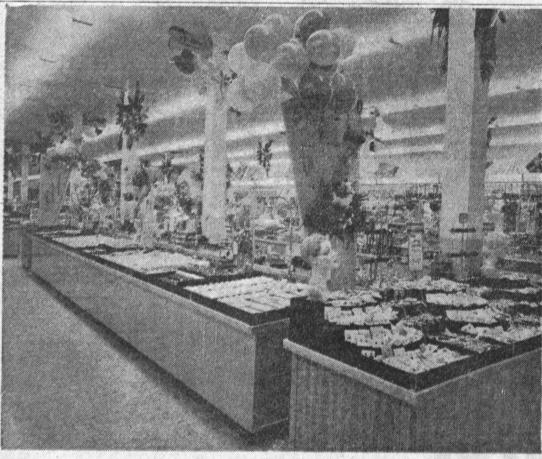
cated on El Prado street side is strictly a new type of food operation, being operated on the policy of "simple food that is outstandingly delicious."

The equipment is all new, streamlined, and custom made for this type of operation.

The snack bar is equipped with 24 stools which will permit quick, efficient service. Other expanded departments are jewelry, music, dry goods, picture frames, bedding, electrical, plants, and pet supplies. By enlarging to include an ad-joining building formerly occupied by Benson's dress shop, Newberry's has been able to provide spacious, convenient shopping facilities and add these many new departments.



SHADOW BOXES New type of shadow boxes are being used for display purposes. These units are made of expanded gold metal with wood trim to frame the merchandise. Each shadow box is equippped with one 150-watt flood for decorative purposes and one 150-watt spot to highlight values .- Press Photo.



FOR HER Charm and selectivity are the keynote to the jewelry department which features the very latest in costume jewelry. New fixtures and counters are attractive, with mer-chandise plainly and spaciously displayed.



COLORFUL CURTAINS

The curtains department offers styles to fit every type of home. Newberry's has a wide selection of materials, patterns and sizes suited for every room in the house. Also available is a full selection of rugs in all colors ranging in size from 24 in. x 36 in. 9 ft. x 12 ft.



curtains

MRS. LILA DODD

jewelry



DRAPERY HARDWARE A complete line of Kirsch drapery hardware has been added at Newberry's. Traverse rods from 32 in. to 216 in. in length are available. The department features a full line of rods which will serve any need.



The snack bar is strictly a new type of food operation. Equipment is streamlined and custom-made, with stainless steel, formica, and glass being used throughout. New-berry's will feature Jumbo Hickory Smoked hot dogs, barbecued ham and cheese, cheese and lettuce, and ham and lettuce sandwiches. The snack bar is equipped with 24 stools.

MRS. HAZEL BARRA snack bar