

# GIANT NEWBERRY'S HOLDS GRAND OPENING IN NEW SOUTH BAY SHOPPING CENTER

The giant new J.J. Newberry store which opens here in the South Bay Center today is number 478 of the numerous stores in the nationwide J. J. Newberry co. variety-department store chain.

Last year the chain numbered more than 460 stores throughout the nation. They are supervised from headquarters in New York, St. Louis and Los Angeles.

The chain had its beginning in 1911 at Stroudsburg, Pa., when J. J. Newberry opened a small store for the sale of merchandise at prices of 25 cents or less.

In 1913 he was joined by his brother, C. T. Newberry and the two partners opened similar stores in other communities.

As the business grew, a corporation was formed in 1923, with the main executive offices at 245 stores in 45 states.

The corporation and its subsidiaries now operate more than 478 stores in 45 states.

The chain employs approxi-

mately 17,000 regular employees, some of whom are part-time. During certain seasons, this number increases with up to 25,000 being employed at the Christmas season.

John Newberry was personally active in the management of the chain until his death on March 6, 1954.

A third brother, E. A. Newberry joined the corporation in 1939, and succeeded to chairman of the board in 1954 on the death of his brother, John.

The elaborate use of color, design and layout in the interior treatment of the new J. J. Newberry stores — such as the one opening in South Bay Shopping Center today indicates the extent to which Newberry's is considering custom shopping convenience and advanced thinking in the variety-department store business.

J. E. Nelson, president of the J. J. Newberry co., has pointed out that in the opinion of management, the Newberry co. is abreast of competition accom-

plishments and in many respects, ahead of them.

The new use of color, design and layout in the treatment of store interiors, Nelson said, makes the Newberry stores more attractive than those of other chains.

What he described as the "airy" atmosphere, incorporated in the company's modernization concept tends to lend a new excitement to customers' shopping.

Most important in the rejuvenations project of the chain, according to the president, is the broadening of assortments, and the adding of types of merchandise previously not carried.

In the latter connection, Nelson mentioned costume jewelry retailing as high as \$12.95.

Typical for merchandise categories added by the company, Nelson said, is a greater selection of apparel in the children's and teenage categories which the company is aggressively pushing.

Also, the enlargement of stores and the resulting avail-

ability of more space, has led the company to a broader selection of yard good of all kinds.

Nelson disclosed the company last year sold some 25 million yards of this commodity. In toys, too, Newberry's is reaching out for more volume and in the higher price class.

Asked for an appraisal of Newberry's relative position in competing with department stores, Nelson said undoubtedly the contest between his company and department stores in various communities is becoming keener.

He said Newberry's is now following a policy of putting some of its larger stores in smaller towns with the intention of becoming the dominant store in those communities and, possibly, attracting business from the surrounding territory.

New fixtures designed for "floor-to-eye-level selling," with mass merchandise display, are contributing to the favorable outlook management has for the future, Nelson said.

Coupled with this is a new

approach to interior and window display. The latter represents a complete break with mass display of unrelated items in the traditional "five-and-ten" windows, in favor of more emphasis on the fashion.

A beautifully appointed cafeteria seating 90 people is a welcome addition to this newest Newberry store. In addition, the new South Bay Center store has a 24-stool fountain and a complete snack bar.

J. J. Newberry co. will open its giant new store in South Bay Shopping Center here today. It is one of the largest and most modern variety department stores in California having 35,000 square feet of selling area with more than 4,000 feet of display space.

Completely air-conditioned and equipped with escalators, other features of the new Newberry store also highlight the objective of its design, to make shopping quick, easy, and pleasant. Among the many contributing factors to efficiency are the new

"area wrapping" islands situated in convenient spots throughout the store. Within a few steps of every counter change can be made and packages wrapped with an almost serve-yourself speed.

Departmental flags make locating a particular department easy upon entering the door and merchandise displays are especially adapted to each section. For such items, as paint there are wall shelves adequate to carry a full representation of all stock; for soft items such as sweaters, lingerie, stockings, and socks, broad counters carry samples of stock stored in quantity in easily accessible drawers and cupboards underneath; jewelry, cosmetics and similar small items are fully displayed without clutter and with sales personnel serving from behind the counter in order to make change and wrap in one transaction. Toys and other bulky, odd shaped items are easily visible of pyramid-like recessed counters.



J. E. Nelson  
... president



G. E. McPeak  
... ass't division manager



JOHN J. McPEAK  
... store manager

## NEWBERRY'S GROWTH TYPICAL AMERICAN SUCCESS STORY

J. J. Newberry co., one of the nation's leading variety department store chains, is an outstanding example of the legendary Horatio Alger success story so typical of American business history.

The result of the dreams of one man, the late J. J. Newberry, the company has grown from the first store owned by him in Stroudsburg, Pa., in 1911 to a chain of 478 stores operating in 45 states.

J. J. NEWBERRY co. has an annual sales volume of more than \$200 million. Since 1950, when the company embarked on an expansion program consisting of additional stores and an increased merchandise range, the average in sales per store has risen at a rate more than twice the average for the industry.

J. J. Newberry, whose first job was working as a railroad office boy, learned merchandising as an employee of the company which today is one of the Newberry firm's major competitors. He was assisted in developing his company by his brother, C. T. Newberry, a former F. W. Woolworth co. execu-

tive, who joined him in 1919. Later a third brother, E. A. Newberry, joined the growing firm and its headquarters were moved to New York.

E. A. NEWBERRY is now chairman of the board of directors and personally approves all plans for new buildings before construction begins. In addition to being a pioneer in the merchandising field, he has a thorough knowledge of architectural structure, which has played a vital role in the company's success.

The Newberry co. is located in a 25-story building at 245 Fifth ave. in New York City with two entire floors devoted to the various purchasing departments. Divisional offices are also maintained in Boston, St. Louis and Los Angeles.

J. E. HOWARD  
Division manager of all Pacific Coast stores for J. J. Newberry co. is J. E. Howard, who achieved his present executive status via the ranks as have most of Newberry's top personnel.

Howard joined the company 25 years ago as an assistant

manager and later served as manager of various stores in the northwestern states.

Prior to being appointed to his present position, he was superintendent of stores of Oregon, Washington, Utah, and Northern California.

The personnel policy of the J. J. Newberry co. is famous for the opportunity it provides for employees to work their way from the "bottom" to positions of executive responsibility.

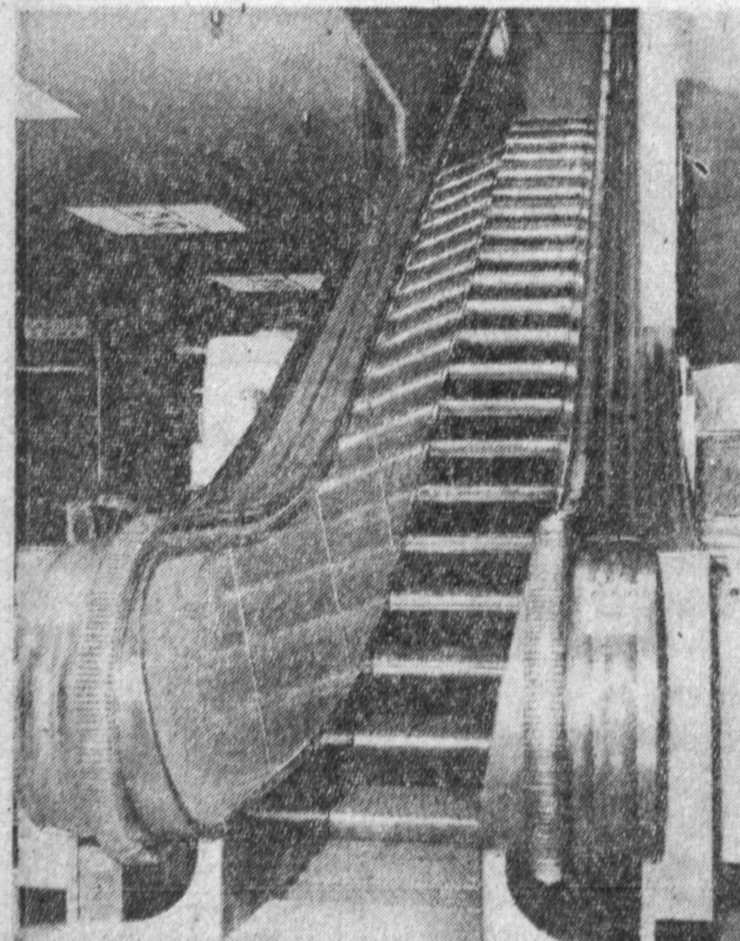
G. E. McPEAK  
G. E. McPeak, Ass't. Division manager, of J. J. Newberry Company, is a native of Oregon who worked his way up from a company trainee to his present position. He was manager of several stores in Oregon and Washington and his successful management of these stores resulted in his promotion to superintendent of stores in that area. After two years in this capacity he was appointed to his present post of district manager.

When new fabrics or items are forecast for future sales



YARDAGE DEPARTMENT

A wide selection of quality-merchandise economically priced may be found in Newberry's yardage department.



SMOOTH RIDE

Escalators leading to the basement shopping area are conveniently located, offering a smooth, comfortable ride.—Press Photo.

### BATTLE

The league-leading Giants, after winning their 10th straight 11 to 1, behind the two-hit pitching of Charles Thorne, were forced to settle for a 0 to 0 extra inning tie by the Red Sox.

Thorne had little trouble stopping the Sox after Greg Eberle

clouted a bases loaded home run in the fourth, striking out 15 while walking two.

Friday Eberle and Russ Kiehl hooked up in a tight one, each pitcher surviving one bad inning without being scored upon.

After six innings limit for pitchers, Jerry Fink and Palica finished unscathed.



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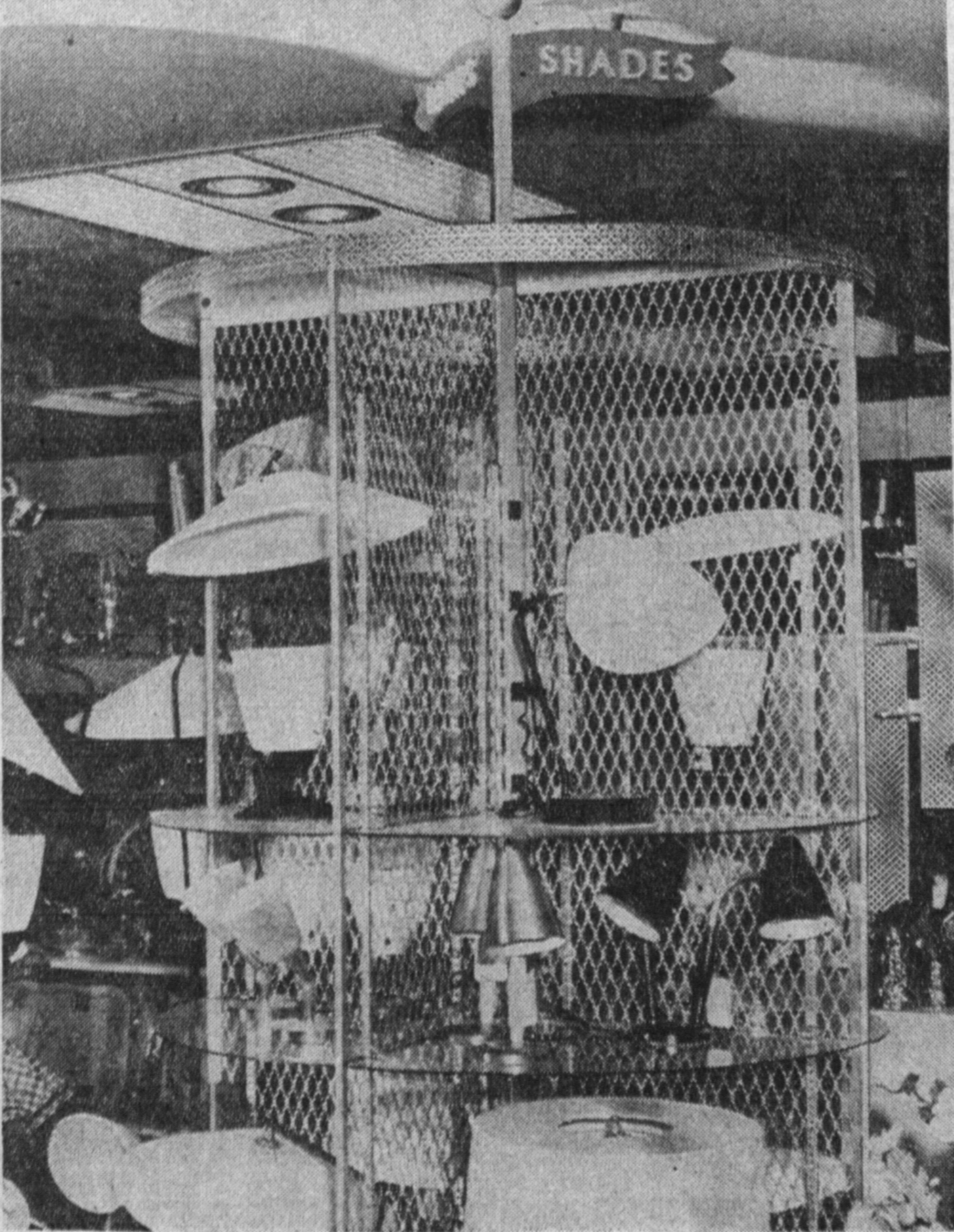
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VARIETY OF LAMP SHADES

The lampshade department offers shoppers lampshades of every shape and style.—Press Photo.

importance, an immediate educational program is devised so that when the new items are offered to the public the sales personnel are fully informed.

John J. Newberry was the founder of the organization which bears his name and which is opening in the South Bay shopping center today one of its most modern variety department stores.

Until his death on March 6, 1954, Newberry was personally active in his business, either working at his desk daily, directing the great detail the operations of the stores, or out visiting personally the many units that give daily public service in merchandising.

Born of sturdy, resourceful English and Dutch parents in middle eastern Pennsylvania, he soon drew from them and the other people among whom he lived the sense of self reliance which is a stimulus to ambition, and which in Newberry's case resulted in an early interest in store keeping.

Numbered among the many leading Americans who went from humble beginnings to note worthy success, Newberry was little more than a boy when he entered the business world running errands for a local store, following which he became associated with the S. H. Kress Co., one of the first 5-10 and 25 cent retail businesses and still a leader in its field.

Similarly, the late C. T. Newberry, a brother started his business career with F. W. Woolworth co., elevating himself through the years from stock clerk to manager, superintendent, district manager, buyer, and executiveship in the New York Woolworth office as superintendent of buyers.

Young J. J. Newberry, conscientious and progressive, applied himself to his duties with the Kress co., learning the many phases of merchandising, and developed his innate ability through diligence and hard work until he was soon promoted to a buying position.

The years had rewarded the young man with increased responsibility and a position in the executive office, but they also took their toll in poor health, enforcing Newberry to a lengthy period of rest. When recovered, he determined to accumulate energies in the retail businesses which had been his earliest ideal, and so set out for new success with a retail store of his own.

With his accumulated savings for capital and with his own sense of responsibility, Newberry served as manager, buyer, floor walker, stock man, and generally complete staff of one, in his first 5-and 10 cent store, opened in Stroudsburg, Pa., in 1911. Soon he was able to employ one clerk, then a second, and then a third—small beginning for what has grown to be a great business.

Success came rapidly, and with the earnings of his first year and a half of business activity, Newberry opened a second store employing as manager J. L. Boughner who later became a vice-president and who is now deceased.

Soon the success of these two stores led to the opening of a third and then through the years the company of J. J. Newberry expanded reaching nationwide proportions.

In 1919 the two brothers, C. T. Newberry and J. J. Newberry joined forces forming a co-partnership which was incorporated in 1923. Thus they were responsible for one of America's outstanding groups of retail stores, each of which contributes constructively to the community in which it operates.

Later, in 1919, a third brother E. A. Newberry, came into the business and after working through the various steps of the business became its president in 1939 and chairman of the board in 1954 upon the death of J. J. Newberry.

Such a record of business achievement, observers point out, is neither luck nor mere persistence. It goes deeper, into a careful study of each community's needs combined with diligence, wise economy and a true spirit of unselfish public service.

The basic ideal of Newberry's has been to benefit the public and it is an ideal which has resulted in the employment of 17,000 to 25,000 men and women.

Each shopper who enters Newberry's feels the warm reflection of a business principle based on serving the needs of the individual, through the friendliness of the store and its management.

J. E. NELSON  
J. E. Nelson, president of J. J. Newberry co., began his career like many other executives of the firm, as a trainee 27 years ago.

Serving his apprenticeship as a stockman, he made his way through every phase of the Newberry operations before arriving at his present post as the company's top executive.

For Newberry employees just starting the route through apprenticeship, Nelson advises, "There is tremendous opportunity today in the retail field. There has been a revolutionary change taking place in the Newberry stores in the past few years to give greater pleasure and convenience while shopping.

"When you consider the growth of our business from one store in 1911 to 488 today," he states, "it is easy to visualize the greater opportunities for men today."

In regard to promotions the president points out that the policy of advancement from within the firm has never changed. "When men have vision, ability, ambition and initiative apply themselves to the business," he points out, "they have every reason to anticipate prospects of a very pleasant and enjoyable occupation with a good income."