

Alpert's to Feature Latest in Fine Furniture as New Store Opens Today

Eight years ago, a new retail establishment, opened in Torrance. It was owned and operated by a man with an idea. Today, that idea takes form with the opening of Alpert's new store.

When first established eight years ago, it was the first store in the area to feature modern and contemporary furniture and has set the pace for high styling ever since.

One of the factors contributing greatly to the success of this company was the careful selection of merchandise. Another, was the fine decorator service for which it has become noted throughout the area.

Lee Alpert believes, that no business can grow successfully without a personality—and Alpert's certainly has this quality.

In the new and much larger building he is opening today, much thought and planning have gone before to make it a pleasant and unique place to shop for home furnishings.

One is impressed, even before entering, with an entry that is preceded by a unique planter and reflection pool filled with water lilies. This delightful departure from the conventional is carried out throughout the store.

As to the background of the people you'll find serving you, Alpert's is a long-time member of the National Academy of Decorative Arts and personally supervises all interior decorating.

He is joined by Hal Little, who spent many years selling fine furniture in New York and Pennsylvania.

It is this writer's opinion, after inspecting a most unusual display of home furnishings, that a visit to this store will prove to be a delightful experience.

Alpert has advised us of a radical new price policy—not discount prices he says, but simply the lowest prices anywhere, and he tells us they will never have a sale—but will feature sale prices every day.



CONTEMPORARY — The latest in home decor plus excellent decorating advice will be available to Torrance residents when Al-

pert's Furniture, 20502 Hawthorne Ave., opens today.

Business

Denn Engineering Co. Opens Offices in City

The Denn Company, Engineers, has opened its new offices at 1122 Crenshaw Blvd., Torrance, announced the Chamber of Commerce recently.

Owners of the firm, whose practice encompasses general civil engineering, design, reports, building design and surveying, are Marin "Mike" ber.

Denn and Maurice J. Denn. Both are graduates of Redondo Beach High School and have been area residents since 1920.

The new firm had offices at 443 Pier Ave. in Hermosa Beach since 1954. Chamber officials added that the Denn Company is its newest member.

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Army Assigns Local Soldier to Italian Force

Private Kenneth P. Pillen, whose wife, Darlene, and parents, Mr. and Mrs. Carl L. Pillen reside in Torrance, was recently assigned to the U.S. Army Southern European Task Force in Italy.

Pillen, a clerk-typist at the force's headquarters, entered the army in July, 1958 and received basic training at Fort Ord.

Torrance Executive Gains FMC Position

Food Machinery and Chemical Corporation executives have named Harry Raech Jr., Torrance resident, western regional manager of the firm's Dapon department.

Headquartered in Los Angeles, Raech will be responsible for marketing of Dapon diallyl phthalate molding resins and FMC's new Daponite laminate in 11 western states.

Raech brings to his new post board experience in both the technical and marketing areas of the plastics industry. He was formerly engineering specialist at the Norair Division of Northrop, where he headed plastics research and development for rockets, missiles, and airplanes.

Prior to that time he had been vice president-engineering at North American Fiberglass and head of marketing and engineering for reinforced plastics at Dynakon Corporation.

Raech has also been associated with Allied Chemical Corporation and Atlantic Refining Company as a plant design engineer, and with Reichhold Chemical, Inc. in charge of plastic laminates for automotive uses.

A mechanical engineering graduate of Drexel Institute of Technology, Raech also pursued graduate studies in business administration at Western Reserve University and Alexander Hamilton Institute. He is a member of the American Chemical Society.

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