

Newest Crown Store Construction Begins

Groundbreaking ceremonies were held today for a new \$3,500,000 Crown Budget Department Store to be located on a 15-acre site at 139th St. and Western Ave. in Gardena.

According to William Kliska, Los Angeles pioneer discount store executive and Crown president, the 130,000 sq. ft. "shopping city" will be on one floor featuring 40 major departments including a 22,000 sq. ft. supermarket.

The giant store will be built by Ernest W. Hahn, Inc., general contractors, of Hawthorne, on land owned by Mark Jensen.

A distinctive design utilizing a canopied effect on the front portion of the exterior surface has been achieved for Crown by Sherrod Marshall, A.I.A., architect, of Beverly Hills.

Second Store
Kliska said the Gardena store, second in the Southland for Crown which recently opened a Santa Ana store, will be one of 10 planned for the Los Angeles area.

The Gardena building will be built of pre-cast concrete with laminated wood beams. It will also feature concrete floors with resilient floor covering.

More than a half-million square feet of paved area will be prepared for parking more than 1,500 cars, said Kliska. He added that the store will begin its operations with more than 300 employees.

Major Departments
The new mart will concentrate on major departments for home, family and auto including major and minor appliances, clothing, auto accessories, beverages, jewelry, sporting goods, furniture, records, snack bar and others, according to Kliska.

He said the new store will

differ from the normal pattern of discount operations in that at least 50 per cent of the departments will be company owned, including the food market, service station and many other traffic bearing departments.

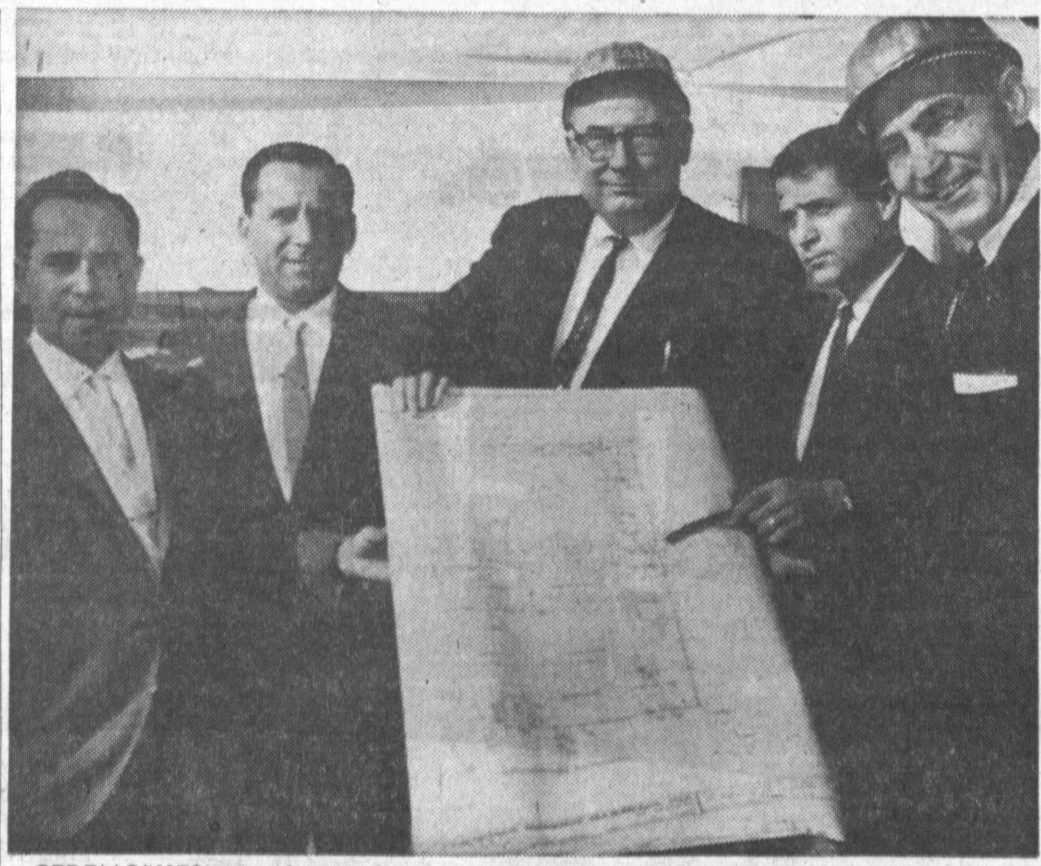
Nine Others
The Crown firm will construct and/or operate nine other giant department stores in Southern California, each with an anticipated yearly volume in excess of \$15 million, Kliska said. Lease negotiation and construction details are being completed for various locations in addition to the Gardena and Santa Ana sites, throughout the Los Angeles metropolitan area.

Kliska and his brother, Julius Kliska, Los Angeles vice president of Crown Department Stores, founded first food department to be established in a discount store in 1957.

They have been responsible for the majority of innovations in the discount store food business, including produce pre-packaging, case displays and volume traffic patterns.

Interiors
Interiors for each unit will be especially color-engineered in accordance with latest motivational research development will be functional with a continuity of appearance throughout the giant area, Kliska pointed out. Store hours will be eight hours per day on a six-day-week basis.

Jacob Paul, Beverly Hills, Attorney, is secretary-treasurer of Crown, whose executive offices are at 8730 Wilshire Boulevard.



CEREMONIES signifying the beginning of construction at the new Crown Department Stores in Gardena is carried out above by, from left, Jules Kliska, vice-president of Crown Stores; William Kliska, president; L. Pete Jensen, Mayor of Gardena; Sherrod Marshall, architect; and Clark W. Mills, president of the Gardena Chamber of Commerce. The new \$3,500,000 Crown Store will be located on a 15 acre site at 139 St. and Western Ave. The "Shopping city will be on one floor and will feature 40 major departments. —PRESS photo

SERIES OF SUGGESTIONS FOR HOLIDAY SEASON

A series of suggestions for everybody's "Christmas list" has been made by the Greater Los Angeles Chapter of the National Safety Council and titled "things to give" this holiday season.

Heading the list is this suggestion:

"Help give everyone a Merry Christmas by doing your part to prevent accidents on the streets and highways" and the other, more specific suggestions include:

Give the Other Motorists a Break — December nor-

mally is the deadliest traffic month of the year but this toll can be sharply reduced if drivers yield the right of way, maintain safe following distances, travel at safe speeds and obey the rules of the road which include courtesy, caution and common sense;

Give the Pedestrian a Chance for a Lifetime — Pedestrian traffic is exceptionally high during the Christmas shopping rush and these pedestrians usually are preoccupied and laden with bundles. Drivers should

exercise extra care at crosswalks in shopping areas;

Give the Other Fellow the Benefit of Your Good Judgment — More than one half of the traffic fatalities in December involve drinking motorists, drivers whose good judgement is dulled by alcohol. Motorists should show their Christmas spirit, not their Christmas spirits;

Give Everyone in Your Car a "Christmas Safety Wrapping" — A national survey of a recent holiday shows that not a single person who lost his life in holiday accidents was wearing a seat belt. If you don't have seat belts in your car put them on your "shopping list" today.

Use Classified. DA 5-1515.

Play Series For Children Opens Dec. 26

Harried mothers with youngsters of all ages will be given a substantial assist this Yuletide from producers Samy Lewis and Danny Dare, when a series of three children's plays opens a two-week run Dec. 26, at Melodyland Theatre in Anaheim.

The plays are classics for the young and young at heart, including "Sara Crewe," by Frances Burnett; "Little Women," Louisa May Alcott; and the delightful fantasy, "The Princess and the Swineherd." Two shows will be presented daily at 11 a.m. and 3 p.m., except Sundays.

The Children's Theatre Division of the Orange County Performing Arts Foundation, headquartered at Melodyland Theatre is producing the plays, and guiding light behind all the activities will be the remarkable Queenie Smith, one-time Broadway star, one of the country's experts on juvenile talent and a leading singing, acting and dancing coach for youngsters.

Born in New York City, Queenie was trained at the Metropolitan Opera Co. ballet school and in her teens was a premiere danseuse in many of the "Met" productions. She later made the transition from grand opera to musical comedy on Broadway and starred in at least two dozen great hits, "Naughty Marietta," "Old Dutch," with "Weber and Fields," "Roly-Boly Eyes," "Orange Blossoms," "Helen of Troy, N.Y.," "Tip Toes," "The Street Singer," to name a few.

TROPICAL BOWL NURSERY

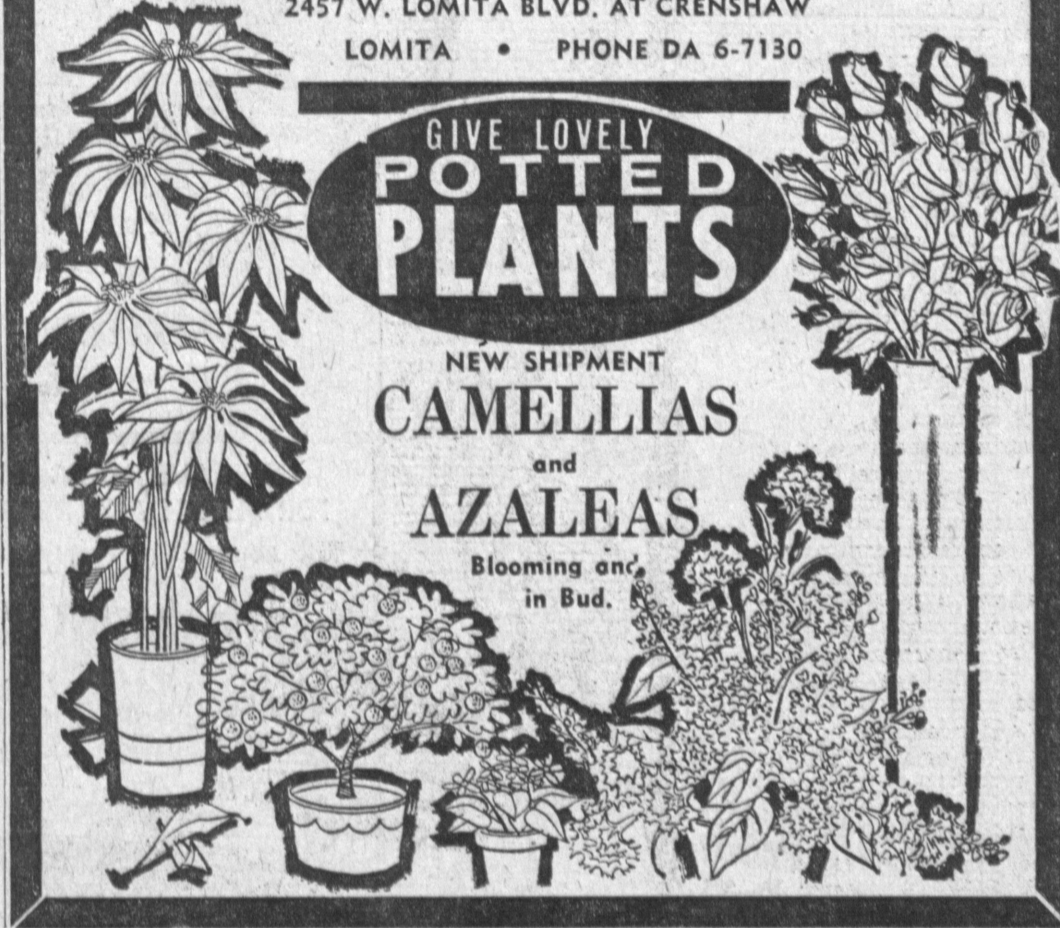
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