

Sale Marks Opening Of McCown Store



A. J. McCOWN
... "People Like Best to Do Their Own Shopping"

One night ten years ago in a small drug store in Lomita an incident occurred that affected millions of Southland shoppers. It was a decade ago that Al McCown, then a struggling druggist, was busy preparing a prescription behind the glass peep hole in his Lomita store. A customer walked in. "Help Yourself," called Mc

Cown. His customers have been doing it ever since and liking it. This week A. J. McCown, president of McCown Drug Stores, Inc., passes another milestone in what has been an almost phenomenal rise in the retail drug merchandising business. On Thursday of this week he will hold a grand "Thank You" sale celebrating the opening of his own store—home of McCown Drugs at 1327 El Prado. The modern store is located across the street from the former location.



LOUIS GUENZI
... As Manager of the Torrance Store He Keeps Merchandise and Prices Within Reach of All Shoppers

"I think," theorizes McCown, "that the success of a self-service drug store—or any other kind of store—lies in the fact that the customer has the opportunity of making up his own mind what he wants to buy. He likes to take a product from the shelf, feel it, look at it, smell it, wind it up and listen to it, and in some cases we even let them taste it."

"When he makes his choice of a product he knows he hasn't been pressurized by a fast talking sales clerk into buying something he doesn't want or need," claims McCown.

The latest addition to Torrance's growing business district is a far cry from that first one-man store with a 12-foot frontage in which Al McCown started in business in the Harbor area.

The new store employs 20 persons, has a 50-foot frontage, with a front-to-back depth three times that distance. Underneath the store is a large basement for extra storage space. In all the display space of the store is equivalent to the approximate floor area in seven average homes.

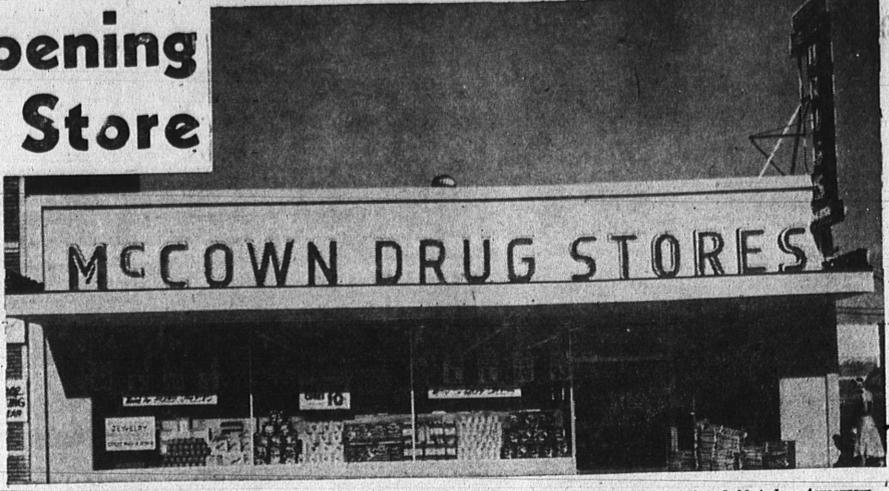
The modern El Prado store—the first to be built especially as a drug store by McCown, is actually the third location of the Torrance store. The first store was opened seven years ago on Sartori avenue. Two years later he brought to the Southland an innovation in drug merchandising—self service, when he opened the former location of the Discount Drug Store. McCown also has stores in Lomita, Gardena, Compton, Harbor City, and Hermosa Beach. The firm's warehouse is located in Lomita.

Harry Petro, general manager of the six McCown stores, will maintain headquarters at the Torrance store. Louis Guenzi is manager of



CHET HEISKELL
... Advertising Manager's Ad Layouts Call Attention to Near-Give-Away Bargains

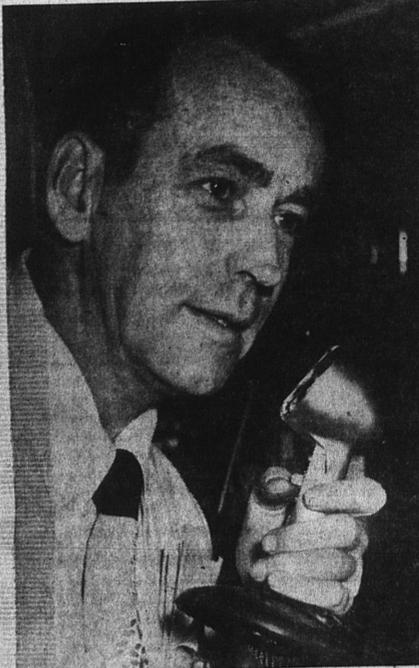
the local store. As a windup to the opening sale, Wes Battersea, CBS star of radio and television, will emcee a program to be held at the store on Tuesday evening, November 22. Little Johnny of Phillip Morris will be a guest star from 3 to 5 p.m. to sign autographs.



NEWCOMER... Latest addition to Torrance's business skyline is the all new McCown Drug Store at 1327 El Prado. A three-day "Thank You" sale is being held today, tomorrow, and Saturday.



W. T. McCURDY
... As Secretary-Treasurer He Keeps The Books



NO WAITING... While customers have prescriptions filled they may do their shopping in other sections of the store. Harry Petro, supervisor of the five McCown stores, uses a public address system to inform patrons their prescriptions are filled.



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CONVENIENCE FOREMOST... Wide aisles in McCown's new store make browsing among the thousands of items easier for shoppers. Display area is equal to the floor space of seven average homes.

Let's Face It Men!

Women Are Chatty, Excitable, But Better Drivers, Says Club

The Automobile Club of 47 miles an hour for masculine Southern California has labeled the typical woman driver in California "chatty, excitable, but far less deadly on the highway than the average male motorist."

Moreover, she has greater field of vision, is more cautious in traffic, and is much less likely to earn a police citation than her male counterpart.

These were findings of the Club's Public Safety Department, resulting from a recent analysis to determine driving characteristics of female motorists.

The study showed that California's typical woman motorist drives about one-half as many miles annually as the male; averages 44 miles an hour on the open highway as compared with

greater emotional strain under pressure and poor recovery from glare blindness.

Actual tests taken revealed that male motorists driving autos 60 miles an hour stop their cars three feet short of the marks set by women traveling at the same rate of speed; that female motorists require an average of 7.47 seconds to recover from glare blindness, indicating that they travel one-third again as far as men drivers before recovering from blinding lights, the Club stated.

Poor parking scores were attributed to woman's inability to master the steering apparatus, plus improper distance judgement, it was pointed out. Their tendencies to be distracted and talkative were also factors, the analysis showed.

Female motorists tested surpassed men in ability to see to the sides and held a distinct edge in distinguishing colors, the Club said. Both sexes excelled in hearing tests, although sudden and loud noises were found to cause more emotional strain on women than men.