

SPECTACULAR THRIFTY DRUG OPENING BEGINS TODAY IN SOUTH BAY CENTER



BONNIE SCOTT—Teenage sensation on the RCA Victor label, who will appear in person tonight at the South Bay Center Thrifty Drug Store during the KLAC Stage Show and Dance Contest.



SHERIFF JOHN, top kiddie star on KTTV, will entertain his young fans Saturday at the South Bay Thrifty Drug Store.



NOW OPEN—This beautiful Thrifty Drug Store opens today in the South Bay Center at 174th and Hawthorne Boulevard.

FUN FOR CHILDREN OF ALL AGES

Children of all ages are invited to the Grand Opening celebration of the new Thrifty Drug Store in the South Bay Shopping Center this weekend, when top personalities will give hundreds of free gifts.

"Chucko the Clown" (KABC) will appear in person Saturday noon to entertain his many friends, while Sheriff John (KTTV) will be on hand Saturday at 10:00 a.m. to greet his host of television fans.

Train rides, rocket rides, pony rides, and a ferris wheel from Tinkertown will be popular free attractions for kiddies on Thursday, Friday and Saturday.

Three Stores In One at New South Bay Thrifty Drug Store

The new Thrifty Self-Service Drug Store which opened this morning at 174th and Hawthorne Blvd., is actually three stores in one — a department store and variety store, plus the vast stock of a "super" drug store.

Buying for so many stores, Thrifty is able to purchase in quantities which are unduplicated by either department or variety stores, and this volume buying is reflected in lower shelf prices on department and variety store items. Check and compare these for yourself.

Items in this category include clothing for every member of the family, bedding ranging from sheets and pillow cases to electric blankets, housewares that include everything from pots and pans to dinnerware, automotive supplies and accessories including seat covers, sporting goods for every sport and hobby, and hundreds of other non-drug items.

Adding to this tremendous selection are the more than 22,000 items in Thrifty's regular stock, which range from drugs, candy and cosmetics to liquor, tobacco and hardware.

This combination of the merchandise of three stores in one actually makes Thrifty a "one stop" shopping headquarters, where customers can obtain the best quality items at the lowest possible prices for every shopping need.

For the past 28 years, Thrifty has stood for widest selection and lowest prices. Now, more than

ever, South Bay residents can "serve yourself and save" at Thrifty.

Thrifty Is "Do It Yourself" Headquarters

Included in the huge Hardware Department of the South Bay Center Thrifty Drug Store are many of the essentials the "do it yourself" hobbyist needs to build or maintain his home.

Hand tools, bench tools, paint, brushes and painting supplies are only a few of the many things available. The large stock also includes household items like curtain rods, bath-room and kitchen hardware, electrical and wiring supplies, and a wide variety of prepackaged nails, nuts, bolts and screws.

NEW "HAND-DIP" ICE CREAM DEPARTMENT

One of the featured sections of the new South Bay Center Thrifty Drug Store is the hand dip ice cream department.

Customers may choose from nine ice cream and two sherbet flavors. These Thrifty products are winners of Gold, Medal for eight consecutive years in the Los Angeles County and California State Fairs.

Thrifty utilizes only fresh fruit and California nuts in flavoring their award winning ice creams, which are hand packed to give extra value and volume.

In producing 5000 gallons of ice cream a day, Thrifty's huge ice cream plant utilizes only locally produced cream which is delivered fresh daily to the Los Angeles plant.

Thousands of Dollars In Free Prizes to Lucky Thrifty Customers

Thrifty customers will participate in a series of free merchandise drawings during the big Grand Opening celebration of the new Thrifty Drug Store in the South Bay Shopping Center.

Thursday, June 6, at 8:00 p.m.

a total of 10 prizes, including a valuable oil painting, a GE clock radio and a Toastmaster will be given away absolutely free.

Friday evening, June 7, at 8:00 p.m. prizes will include a valuable painting, a \$239.95 Brother sewing machine, a Sylvania table radio, a Westinghouse electric skillet and a record player.

At 8:00 p.m. Saturday, June 8, a Smith-Corona portable typewriter, an Emerson table radio, a GE steam iron, and others, will be distributed to customers free of charge.

Two major prizes, an O'Keefe & Merritt Starline gas range, "The range with a heart," and a Riviera Convertible Sofa-bed, with Riviera's famous built-in sleep, will be awarded on Saturday, June 15, at 8:00 p.m.

One of the featured sections of the new South Bay Center Thrifty Drug Store is the hand dip ice cream department.

Entertainment, Gifts and Bargains Galore Highlight 10 Day Event

This morning's ribbon cutting at the South Bay Center Thrifty Drug Store set in motion the most outstanding 10 day sale and celebration this community has ever seen.

Top Hollywood personalities like Peter Potter, Jack Smith, Molly Bee and Jeff Donnell will appear in person to entertain South Bay residents.

Three big bands, headlined by Bob Crosby's Bobcats, will perform during the 10 day celebration. Other bands on the schedule include the McKenzie Highlanders Bagpipe Band and the Torrance Accordionettes.

Entertainment for the children includes free kiddie rides on Thursday, Friday and Saturday, and appearances by television stars Sheriff John and Chucko the Clown.

Every lady visiting the new store, during the opening week-end will receive a free vanilla orchid corsage, flown fresh from Hawaii for the Thrifty Drug Store opening. Children will be treated to colorful balloons, and gift bags of nationally advertised drug products will be given free with every purchase of \$1.00 or more in all departments except liquor.

With a large self-service sales area to work with, Thrifty's buyers have been able to go throughout the country and purchase hundreds of department and variety store items which are available at Thrifty for much less than the same products in other retail establishments.

More than 22,000 items are included in the merchandise stock of the new 174th and Hawthorne Thrifty Drug Store, allowing customers to select merchandise to satisfy any shopping need at Thrifty low prices.

Main sale of the new self-service Thrifty Drug Store continues the liquor and beverages, tobacco, candy, film and camera sundry and ice cream department.

A special feature of the new store is a hand-dip ice cream counter where Thrifty's award winning Special Occasion Ice Cream is available in cones, pints and quarts.

Inside the self-service section of the store are such important departments as drugs and cosmetics, drygoods and wearing apparel, hardware, housewares, stationery and school supplies, greeting cards, jewelry, patio and garden furniture, spring goods and fishing equipment.

A huge Bonded Prescription Department is also featured in the new store to provide customers with accurate, guaranteed prescription service. Only the finest quality pharmaceuticals are used in the filling of Bonded Prescriptions, from famous drug houses such as Parke Davis, Lilly, Squibb, Ciba and many others. Every prescription is compounded by a state-registered pharmacist.

"We will look forward to meeting every South Bay resident in person during our Grand Opening Sale and Celebration," said Manny Borun, vice president of the drug firm. "Months of planning have gone into making this the most complete—and pleasant—shopping center in the area, and we hope everyone will visit the new store to see the results of our effort."

VITAMIN SECTION
An outstanding feature of Thrifty Drug Stores is the complete vitamin section, wherein famous Allen's Formula 25, the wonder vitamin capsule, including the micrograms of B-12, is available.

In producing 5000 gallons of ice cream a day, Thrifty's huge ice cream plant utilizes only locally produced cream which is delivered fresh daily to the Los Angeles plant.

Bonded Prescriptions a Thrifty Drug Store Exclusive

One of the most important and one of the most modern departments of the new Thrifty Drug Store, 174th and Hawthorne Blvd., is the Bonded Prescription Department in which state licensed pharmacists are on hand at all times during store hours to fill prescriptions which are guaranteed in writing to be "just what the doctor ordered."

The freshness, accuracy and sensible prices are well known to millions of Californians who have relied on Thrifty's exclusive Bonded Prescriptions since the first Thrifty Drug Store opened in downtown Los Angeles 28 years ago.

Thrifty's pharmacy is open seven days a week, as long as the store is open. At your doctor's request, refillable prescriptions may be refilled at any Thrifty Drug store throughout the state.

Because Thrifty buys pharmaceuticals for so many stores throughout California, Nevada and Arizona, you know that the ingredients which make up your prescription are fresher. This huge volume of prescriptions filling also allows Thrifty to benefit from volume buying discounts which are reflected in lower prices on every prescription filled.



PETER POTTER, KLAC disc jockey and star of "Juke Box Jury," is slated to appear with an all-star cast at the "Big 5" stage show tonight at the South Bay Thrifty Drug Store.



CHUCKO THE CLOWN, KABC-TV children's favorite, will entertain the small fry Saturday at the South Bay Thrifty Drug Store.

Local Residents Invited To 'Live Better' 24 Hours a Day

One of the West's most popular vitamin and mineral products is the famous Allen's Formula 25, the high potency formula, of 13 vitamins and 12 minerals that helps you "work better, play better, sleep better—live better 24 hours a day, every day!"

Allen's Formula 25 can help you recapture and maintain youthful vigor and vitality that contribute so much to zestful living. One capsule provides adequate vitamin-mineral protection around the clock for all your body needs — plus a booster supply of essential A, B-1, C and D vitamins.

The name Allen's on each capsule is your assurance of balanced potency. The 25 vitamins and minerals in each Allen's Formula capsule are in correct nutritional balance for proper assimilation and maximum utilization by your body.

Allen's Formula 25 Juniors contain just the right amount of the same important ingredients as the senior Allen's Formula, reduced to the proper quantities for children.

With a combination of Allen's Formula 25 and Allen's Formula 25 Juniors, the whole family can have the advantages of modern nutritional science for healthier, happier living 24 hours a day.

FISHING EQUIPMENT
All of the stores in the Thrifty chain are stocked with the latest designs in salt water, still and stream fishing tackle. Glass and bamboo rods for surf or bait casting and fly rods are sold at the lowest possible costs.



JEFF DONNELL, co-star of the George Gobel Show on NBC television, will appear at the South Bay Center Thrifty Drug Store tomorrow night.

GRAND OPENING SCHEDULE AT SOUTH BAY THRIFTY DRUG

THURSDAY, JUNE 6th

Free Kiddie Rides—2 to 8 p.m.—Tinkertown Train, Ferris Wheel, Rocket Ride.

KLAC Stage Show and Dance Contest—8 p.m.—In person, the "Big 5" disc jockeys—Peter Potter, Gene Norman, Dick Haynes and Jack Smith—plus Bob Crosby and the "Bobcats" from the Bob Crosby Show on KNXT, Joannie O'Brien, Kul-Dip Singh, RCA Victor recording artist, new record "Butterfingers," formerly on Ray Anthony Show — Bonnie Scott, RCA Victor recording star—Margie Rayburn, Liberty recording star.

Free Drawing for Merchandise Prizes—8 p.m.

FRIDAY, JUNE 7th

Free Kiddie Rides—2 to 8 p.m.—Tinkertown Train, Ferris Wheel, Rocket Ride.

McKenzie Highlanders—6 to 8 p.m.—Scottish Bagpipe Band and Dancers.

Jeff Donnell—8 p.m.—Star of the George Gobel Show on NBC television—Barney Green—Tops Records star at the piano.

Free Drawing for Merchandise Prizes—8 p.m.

SATURDAY, JUNE 8th

Sheriff John—10 a.m.—KTTV star.

Free Kiddie Rides—11 a.m. to 5 p.m.—Tinkertown Train, Pony Rides.

Chucko the Clown—12 noon—KABC-TV star.

Torrance Accordionettes—3 p.m.—Courtesy Bettie Thomas Music Studio.

Free Drawing for Merchandise Prizes—8 p.m.

SATURDAY, JUNE 15th

Free Drawing for Grand Prizes—8 p.m.—(1) O'Keefe and Merritt "Starline" Gas Range—"The gas range with a heart"—(2) Riviera Convertible Sofa-Bed—"The sofa with built-in sleep."

Jack Mertz Named Manager Of Self Service Thrifty Store

Jack Mertz, a veteran of 10 years with Thrifty Drug Stores Company, Inc., has been named manager of the new self-service Thrifty Drug Store in South Bay Center, according to an announcement by Manny Borun, vice president of the drug chain.

Mertz comes to the 174th and Hawthorne Blvd. store after five years at the 5th and Hill Street Thrifty Drug Store in downtown Los Angeles. Prior to this he was in the Santa Monica store.

He is married and the father of two children. His family make their home in the South Bay area.

"Our faith in Mertz's ability as manager has been indicated by his appointment to the top post of one of Thrifty's largest locations," Borun said. "We know that he will make this South Bay Center Thrifty Drug Store a credit to the communities it serves, and prove to every one of his customers that it pays to shop and save at Thrifty where you always find highest quality and lowest prices."

Commenting on the opening sale and celebration, Mertz said, "We invite every South Bay resident to attend the tremendous Grand Opening Sale and Celebration which we have scheduled at the 174th and Hawthorne Blvd. Thrifty Drug Store. Our buyers have gone throughout the country obtaining special merchandise bargains for this opening, which will be highlighted by the appearance of top Hollywood celebrities."

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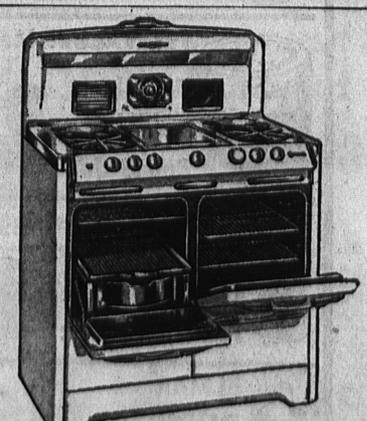
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WIN THIS RANGE—Some lucky Thrifty customer will win this deluxe O'Keefe and Merritt "Starline" gas range during opening of the South Bay Center Thrifty Drug Store.



DICK HAYNES, star of "Haynes at the Reins" each morning on KLAC, will star in the "Big 5" stage show tonight at the South Bay Center Thrifty Drug Store.



JACK SMITH, the singing disc jockey of KLAC, will appear along with other top Hollywood celebrities tonight at the South Bay Thrifty Drug Store.



GENE NORMAN, KLAC's jazz expert, will be on hand tonight during the "Big 5" Rock 'n Roll dance contest at the South Bay Center Thrifty Drug Store.



MARGIE RAYBURN, pert Liberty Records songstress, will entertain with her personal all-star style of vocalizing tonight at the South Bay Center Thrifty Drug Store.



SOFA PLUS BED—Kay Christopher and Del Moore rest after a busy day on KTTV on a Riviera Convertible Sofa-Bed similar to the one Thrifty Drug Stores are giving away during Grand Opening ceremonies of their South Bay Center Store.