

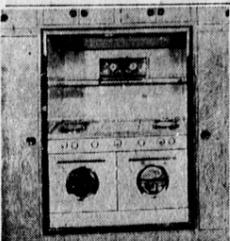
Now! Grand Opening Ralphs



Win This Fabulous Prize!

Down Payment and First Year's Payments, Free on

This Fairytale Home... or \$2000 Cash!



Western Holly "Kook-Center"

This complete built-in cooking unit is a feature of the prize Fairytale Home.

Sensational prize to celebrate the opening of Ralphs spectacular new store! It's a two-story home worth \$18,950, and someone will win it merely by registering at Ralphs. It is not necessary to make a purchase to be eligible.

Built by Dudley Gray, in the Fairytale Homes development at W. 186th Street and New Hampshire, it is unusually efficient and attractive. There are two bedrooms and shower-bath upstairs, with bedroom and den and complete bath downstairs, plus living room and modern "family-room" kitchen.

The attached garage for two cars is large enough to accommodate tool bench or laundry equipment as well. The 55 by 106 ft. lot is large enough to accommodate a swimming pool.

Many desirable features include colored bathroom fixtures, forced air heat with thermostat, natural ash trim in kitchen, with In-sink-erator disposer, and double-sink, flanked by wide cabinets with formica tops.

Many Fine Prizes!

Electrical appliances, a diamond ring, and household objects are among the prizes.

CALENDAR OF EVENTS

EVERY DAY — Free Kiddy Rides, Eddie Cletro and Entertainers, Free Food Show, Free Orchids, Free Souvenirs, Free Favors!

THURSDAY
KBIG Remote Broadcast, with Carl Bailey, 9-11 a.m.; with Stu Wilson, 2-4 p.m.; Harold Coates, 1-5 p.m.

FRIDAY
KBIG Remote Broadcast, with Carl Bailey, 9-11 a.m.; with Stu Wilson, 2-4 p.m.; Harold Coates, 1-5 p.m.; Andy & Virginia, 2:30 p.m.; Freddie Hart and Lefty Frizzell, 3:30 p.m.; "Little Oscar" and his Wienermobile, 2:30 p.m.

SATURDAY
Harold Coates, 1-5 p.m. Wild West Show direct from Corriganville, 11 a.m., 2 p.m., 4 p.m., Lloyd Bridges, 3 p.m.

SUNDAY, FAMILY DAY
Family Party, with Free Ice Cream and Cake, 2 p.m. "The Collins Kids," 1, 3, 5 p.m.

STORE HOURS

9 A.M. to 10 P.M. Daily



DRAMATIC, NIGHT OR DAY! — Brilliant study in black and white, Ralphs new Gardena store glows with indirect lighting at night. It's the talk of the food industry!

New Gardena Store At Rosecrans & Van Ness!

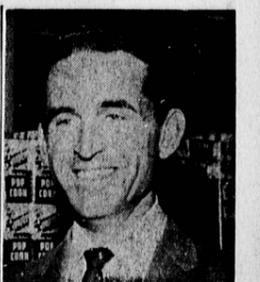
Fun! Prizes! Bargains! In 4 Thrill-Packed Days
Thursday, May 1 thru Sunday, May 4!



Gardena's Mayor Adams W. Bolton welcomes corner of Van Ness in Gardena, with a four-day celebration Thursday, Friday, Saturday and Sunday. Albert Ralphs, Jr., while Congressman Pete Jensen (right) stands by, as Ralphs newest, most beautiful store opens at 2205 Rosecrans Ave.,

FREE FOOD SHOW

Some 40 booths in a long line of cabanas will demonstrate the newest and the best in foods. A visit to Ralphs Free Food Show daily Thursday, Friday, and Saturday, will be rewarding in gastronomic delight as well as in educational value!



Herb Richardson Is the Manager

No stranger to this community, Mr. Richardson has been the manager of Ralphs Westchester Store, 9003 W. Manchester Road in Inglewood for three years and a half, starting as a Ralphs boy 17 years ago. He and Mrs. Richardson, with their daughters, Janna, 11, and Kim, 9, live at 409 Calle De Castellana, in nearby Redondo Beach. Richardson will probably take the opening in stride, as he managed to survive the Battle of the Bulge, when he was a parachutist with the 101st Airborne Division during World War II.



Carl Bailey Stu Wilson

KBIG REMOTE BROADCAST ORIGINATES AT RALPHS!

Carl Bailey, 6-foot 10-inch, "World's Tallest Disc Jockey," better known as "Mr. Big," does his 9 to 11 a.m. show from Ralphs Thursday and Friday. Now in his 28th year in Southern California radio, Bailey is personally broadcast direct from the Stu Wilson Fan Club has an all-day picnic on the Sunday nearest his birthday!

Expert Staff

Maurice D. Heard is the new assistant manager, Joseph J. Francell is second man, and Tommy Jameson is third man. L. Floyd Cook is in charge of the meat department; Marion A. Luster, produce; Paul D. Bishop, delicatessen; and Bonnie M. Cromer, snack bar.

Souvenirs

Orchids flown from Hawaii will be given out during the four-day grand opening, with plenty of favors for the youngsters—popcorn, candy, gum, comic books, Indian head dress.

Kiddie Carnival Launches Play Spot



Sensational "Collins Kids"

The star attraction will be the Collins Kids who have won America's heart with their singing from Grand Ole Opry to the Steve Allen show.

Only Ralphs new Rosecrans store has a fenced-in play area for toddlers, and so Ralphs celebrates with a continuous "Kiddie Carnival" . . . free photos and souvenirs for all the 2-to-6-ers who visit this play spot.

Sunday is Family Day!

And the climax of the Kiddie Carnival. There'll be a big family party at 2 o'clock, with ice cream and cake, and the finals of the "Kiddie Carnival Contest!"

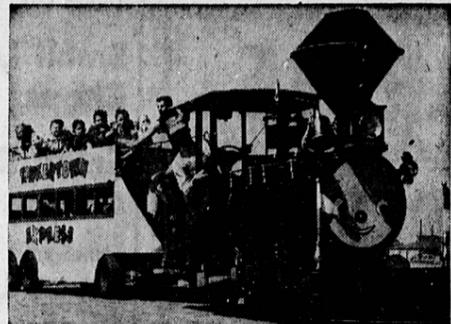
when winners will be announced.

Bonds for Prizes!
The winning little girl and the winning little boy (2 to 6) will each receive a \$100 U.S. Government bond! The boy and girl who take second prize will each be fitted with a wardrobe from Youth Fair, 1214 Redondo Beach Blvd., Gardena, specialists in Infants, Children's and Sub-Teen Apparel. Other prizes include Red Wagons, Toys, Kiddy Records, and others designed to delight a small child.



FREE PHOTOS

Bring your 2-to-6-ers to Ralphs new store Thursday, Friday and Saturday, from 10 a.m. to 5 p.m. A beautiful picture will be taken and developed free of charge, and a duplicate will be entered in the Kiddie Carnival Contest.



Free Kiddie Rides Thurs., Fri., Sat., Sun.

Tinkertown favorites, the Special Train, the Ferris Wheel, and the Triple Treat will thrill the youngsters who visit Ralphs, every day of the four-day celebration Sunday.



THE BRIMSTONE BOYS — Richard Tack, John Newman, Bob Carnes.

WILD WEST SHOW SATURDAY

The "Old West" comes to life will stage three thrillers — at 11 a.m. at Ralphs new store Saturday, a.m. and at 2 and 4 p.m. when the Stars from Corriganville



WESTERN TV STARS FRIDAY

Freddie Hart and Lefty Frizzell will be at Ralphs Friday afternoon at 3:30 to greet their fans from America's show on Channel 7, and sign autographs.



Harold Coates Performs Daring Trampolin Stunts

See him all four days, from 1 to 5, with his magic whip ride, and thrill to his amazing trampolin act at 2:30 and 4:30 p.m.



ZIMBO THE CLOWN — ALL FOUR DAYS!

"Andy and Virginia"

These popular KFI performers whose "Turn Back the Clock" morning radio show is literally the talk of the town, will make one of their rare personal appearances at Ralphs new store, Friday at 2:30 p.m.



Tons of Free Groceries

Exciting new way to win important food coupons and other valuable prizes . . . all free!

All Interiors Brilliantly New!



Automatic Packaging, Constant Cold in modern Meat Department.

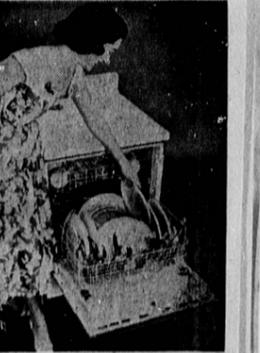


FRESH PRODUCE — Every day from Ralphs own produce dock in Ralphs own trucks.



WIN THE 'AMANA'

FREEZER - PLUS - REFRIGERATOR — Filled with Choice Foods! Two complete appliances in one—a full family-size refrigerator plus a full family-size freezer, with famous Amana "Stor-Mor" doors, for extra storage space at your finger tips.



The Waste King!

Magnificent Ralphs prize—the Waste King automatic dishwasher, in winner's choice of under-sink or free-standing unit. Fast and quiet, with humidity-free drying the Waste King leaves dishes spotless!

Ride "County Fair" The Magic Horse

Snow white horse gallops, canters, trots upon pressure from the reins. Safe, wonderful fun for all youngsters. Operated by magic disc. Free with purchase of County Fair Pie.