

150th Thrifty Drug Store Opens in Del Amo Center



TORRANCE CHAMBER OF Commerce officials join Thrifty executives in discussing plans for the grand opening of the huge firm's Del Amo Center store. Gathering around the symbolic opening key is left to right, J. H. Paget, president of the Chamber of Commerce; Dick Fitzgerald, manager of the C. of C.; L. Newman, manager of the super new store; Manny Borun, vice president of Thrifty Drug Stores; and Bill Henry, director of store operations for the California chain.



A FLEET OF THESE big red semi-trailers were necessary to stock the new Thrifty Drug store in Del Amo Center. For its opening Thursday, Thrifty Drug has one of the largest warehouses on the West Coast to funnel items into its 150 stores in California.

Ten-Day Sale Starts Dec. 3rd

Just in time for holiday gift buying, Thrifty Drug Stores opens the doors to its 150th store tomorrow, when the huge drug firm introduces its modern self-service facility in the Del Amo Shopping Center, 21720 Hawthorne Ave. at Carson, Torrance.

PRESCRIPTIONS

Accuracy Assured On Drugs

The bonded prescription department is the operational heart of every Thrifty Drug Store, and this will certainly be true of the Del Amo Center store.

Designed with the sole purpose of giving residents the finest in pharmaceutical service, this prescription department will be staffed by registered pharmacists at all times.

Every prescription filled by Thrifty pharmacists is guaranteed, in writing, to be exactly what the doctor ordered.

Low Prices

Thrifty's quality and low prices are dramatically demonstrated in the prescription department. Thrifty prescription departments use only topbrand pharmaceuticals from firms such as Lilly, Squibb, Upjohn, Parke-Davis, Lederle, Merck, Ciba, Wyeth, Winthrop and others of top quality to insure the use of finest drug products at all times.

Down through the years, Thrifty's name has become synonymous with outstanding prescription service. The prescription facilities of the new store will be unexcelled and the most modern equipment will be used throughout.

To celebrate the event, Thrifty will stage a giant 10-day grand opening sale featuring many gift items and holiday decorating merchandise at specially reduced prices.

During the opening weekend, free Vanda orchids from Hawaii will be awarded to the first 5000 ladies; free balloons to the first 5000 children; and surprise gift bags of drug merchandise (with purchase of \$1 or more, excepting liquor) to the first 2500 customers.

Free Wedgewood-Holly Range—Culminating the 10-day grand opening festivities, Thrifty will award a free Wedgewood-Holly "Golden Starburst" gas range to a lucky Thrifty customer.

Hailing the opening, Manny Borun, vice president of the huge drug chain, said:

"Thrifty is extremely proud to present this modern self-service store to the residents, and especially at this time of year when holiday buying reaches its highest peak.

"We have stocked this new store with thousands of Christmas gift items, and it is our firm hope that customers will take advantage of the budget prices and the convenience of one-stop shopping.

Modern Structure
Occupying a newly-completed structure of modern design, the new Thrifty Drug Store will total more than 20,000 square feet.

In this area will be stocked more than 25,000 different department, variety and drug store items, all displayed on the most modern counters and fixtures.

Borun pointed out this new Thrifty will employ many outstanding modern features that are not found in any comparable store in this area.

An open concourse extends the length of the store and includes complete liquor, tobacco, magazine, and hand-dip ice cream departments. Thrifty's unique multi-checkstands are immediately inside the concourse.

Modern Innovations

Typical of the modern conveniences in the store are the automatic doors, allowing customers to pass in and out of the store without any hindrance whatsoever.

Once inside, customers will note the blending of pastel decorator colors with slimline fluorescent lighting, which provides a bright, eye-appealing atmosphere.

Also included are hi-fi background music, complete air conditioning and extra wide aisles to facilitate shopping ease.

Thrifty Stocks Bar Equipment

Whether it be for a gift or your own home use, a wide variety of glassware and bar equipment will be stocked in the liquor department of this new store. Included in the array are bar tools, mixers, trays, coasters, cocktail and specialty drink glassware.

AT DEL AMO

Lewis Newman Manager

Lewis Newman has been appointed manager of the new Del Amo Thrifty Drug Store, which opens tomorrow morning at 9.

Announcement of his appointment came from Manny Borun, vice president of the huge California firm.

Newman, married and the father of two, makes his home in nearby Hawthorne. He formerly served in the U.S. Army from 1943 to 1945. The new appointee is not a newcomer to Thrifty. A four-year veteran, he has served with Thrifty Drug Stores in Venice, Culver City, Inglewood and Monrovia prior to his present assignment.

Well qualified in all phases of drug store operation, Newman is a product of Thrifty's unique management trainee program.

Under this program a trainee is instructed in basic drug and retail selling principles which is supplemented with in-store training.

After the course is completed, a student is then placed in a store as a second assistant manager and progresses to assistant manager and manager.

Cosmetics Answer Many Gift Problems

If Christmas buying for that special woman on the list is presenting a problem, the Cosmetic Department of the new Del Amo Thrifty has the answer.

When architects plan a new store, such as the Del Amo Thrifty, special attention is given to this section, because practically every brand of quality cosmetics is stocked.

In celebration of the grand opening, Thrifty buyers have succeeded in obtaining special low prices on many nationally advertised cosmetics and accessories, and these bargains will give a lift to any Christmas list.

Among the many gift items are specially boxed perfume, cologne sets, bubble bath, lipstick, powder and talc sets and many more. Accessories always are welcome gifts and Thrifty has a vast array of manicure sets, makeup kits, compacts, fancy soap sets, comb and brush and complete vanity ensembles.

Included in the vast selection of all beauty aids are complete "treatment lines" of Hudnut, DuBarry, Dorothy Gray, Hazel Bishop, Helena Rubenstein, Revlon, Max Factor and other nationally known names.

Women shoppers will appreciate the all-new lipstick brands and select the particular shade suitable to the individual. A Thrifty trained cosmetician will be on duty to advise and counsel the ladies in the proper use of makeup and the best selection.



LEWIS NEWMAN

Thrifty Stocks Wrapping Items, Cards

Holidays bring out gifts. Gifts mean joy, attractive wrappings and, to complete the season's greetings, colorful cards are a must.

The new Del Amo Thrifty will feature one of the widest and most exciting selections of cards, wrappings, and ribbons in preholiday history.

Thrifty's tremendous variety of holiday cards range from the simple greeting message to fancy designs of white, gold and other lively colors employing extremely clever creations.

Thrifty will stock card themes which vary from plain season's wishes to religious greetings, or humorous situations, to satisfy every greeting preference.

This year's wrapping paper assortment is one of the largest ever. Paper will be available in individual sheets or rolls, with cutter edge boxes to take care of any job, and the galaxy of colors and design are beyond description. Ribbons also will be available in either individually wrapped packages or in reels.

Stocks of gift wrappings, ribbons and cards in Thrifty Drug Stores will be nationally advertised brands, which Thrifty will offer at tremendous savings to the shopper.

The Christmas season is one time of the year when smartly wrapped packages are a delight to both tots and oldsters.



CHRISTMAS IDEAS—The section of stuffed animals, above, is typical of the toy section that will greet Torrance customers on opening day. Thrifty offers a complete toy department with a tremendous selection of games and toys to please any youngster. Children's sporting goods are stocked in the sports department.

Shopping Center Boon to Patrons

Why a Shopping Center? This is a question being asked more and more frequently as Shopping Centers spring up all over Southern California.

The answer is simple enough—a Shopping Center can provide the customer with any item he may want, can make that item available in the most pleasant atmosphere possible, can offer that item practically at his car door through vast parking areas and, finally, can save him money on that item because all Shopping Centers deal in volume, which also insures freshness of product.

That is why Thrifty is placing many of the new stores in Shopping Centers. And, actually, Thrifty can be called a Shopping Center itself, because of the more than 25,000 separate items stocked in a Thrifty Drug Store. The pioneer California drug chain buys worldwide, and the variety of merchandise is endless.

Quality in Goods

Quality! This is uppermost with Thrifty. And yet, the price is the lowest anywhere, because Thrifty operates a chain of more than 150 stores up and down the Coast of California and in Arizona and Nevada.

Buying for all these stores allows Thrifty buyers the opportunity to deal in carload lots and thus reap huge savings, which are passed on to you, the customers.

Merchandising! Here is another secret that Thrifty has had the answer to for years.

In fact, many of the self-service techniques employed all over the country today in modern shopping centers such as this are a direct result of the work and ingenuity of Thrifty executives.

Through self-service, more merchandise can be displayed better and use of the latest type pegboard wall racks and shelves makes shopping easier and faster.

Lots of Parking

Parking! There never will be a parking problem at the Del Amo Shopping Center. Acres and acres of parking are available and, with the new Thrifty, situated at one end of the center, parking will be on the front and side of the building. Comfort! Shopping in the new Thrifty Drug Store will be a pleasant surprise for all Torrance and

nearby residents. The store is completely air conditioned, the color scheme is eye appealing and the hi-fi background music thoroughly relaxing. Shopping at Thrifty will be a new and exciting experience, one that you will want to repeat time and again.

Convenience! The convenience that this new store will afford cannot be stressed enough. To be able to park the car a stone's throw from the front door of more than 25,000 separate, low priced variety store, department store and drug store items is something we feel sure that will please our new neighbors and customers in the South Bay.

Liquor Area Has Large, Varied Stock

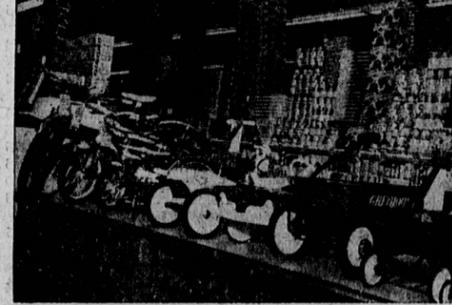
With the holiday season just beginning, plans, of course, are being formed for family gatherings, parties and entertaining.

Nothing makes a party quite so complete as a big variety of beverages.

With this in mind, Thrifty customers will have the opportunity to satisfy any beverage desire in the complete liquor department of the new Del Amo store.

For many years Thrifty Drug Stores have been the largest retail liquor outlet in the entire state of California. Tremendous buying power, coupled with many years of buying experience, has resulted in Thrifty's liquor departments being the tops in selection and variety.

Customers will find a complete department that offers quality liquors at Thrifty's low prices. There is a complete line of scotch, bourbon, rye, gin, vodka, liqueurs, cordials and wines, and a large self-service refrigerated beverage box will feature all brands of beers and soft drinks.



WAGONS, TRICYCLES, SCOOTERS—Everything to make child's Christmas brimful will be found at the new Thrifty Drug Store in Del Amo Center. The children will be remembered on opening days with 5000 balloons. Thrifty Drugs' 150th store has over 25,000 items. The interior has been tastefully decorated in pleasing colors and is thoroughly air-conditioned for shopping comfort. Hundreds upon hundreds of parking spaces are within a few steps of the entrances.

Yule Gifts Featured In Toy Area

Christmas is for the young and, in keeping with this tradition, the new Del Amo Thrifty features a tremendous selection of games, wheel goods, stuffed animals and toys that will rival any toy section in this area.

Store Manager Lewis Newman points out that grand opening specials will prevail on much of the stock in the toy department, and he urges all customers to take advantage of Thrifty's lay-away plan whereby 50 cents holds any item until Christmas.

This new store's complete toy selection includes stuffed animals, dolls, doll houses and junior home-making sets.

Games, both educational and entertaining, also are prominent. In the unique gift line, Thrifty has a vast array of do-it-yourself model kits featuring all sorts of toy airplanes, automobiles, trucks and boats.

An all-time favorite on Christmas morning is a glittering new bicycle or wagon and Thrifty has a wide selection in all price ranges. Scooters, hobby horses, tricycles and many more are offered in this new Del Amo Center Thrifty, where only the highest quality merchandise is sold for the lowest possible price.

Children's books and similar educational pieces make very practical Christmas gifts and Thrifty's big selection will amaze Torrance residents.

Grill Features Quality Service

One of the first departments sure to catch the eye of shoppers is Thrifty's famous fountain grill.

This latest word in fountains will specialize in fast, courteous service, offering the finest quality food, deliciously prepared, at the lowest possible price.

Thrifty is able to serve the highest quality food at low prices because of volume buying for all Thrifty fountains. This vast buying power allows Thrifty buyers to purchase on a much larger scale than comparable operations and thus obtain volume discounts. The savings belong to the customer.

In addition to quality food, cleanliness will be particularly stressed at all times in this modern 49-seat fountain. In order to achieve this, Thrifty installed the latest stainless steelware and cooking equipment in the kitchen, which will be staffed by Thrifty-trained chefs who possess many years of cooking experience.

For a quick lunch or just a snack, Thrifty's famous old-fashioned maltis or shakes will be featured along with deluxe hamburgers made of the choicest beef.

Thrifty's appetizing breakfast menu will be served anytime of the day or evening and will feature the best plate of ham and eggs in town at the lowest price.

The dinner menu long has been acclaimed by Thrifty customers, and six to eight entrees are featured every day. From fish and chips to beef and pork plates, Thrifty's fountain grill is sure to become a family favorite.

Another customer service at the fountain-grill is special children's menus at reduced prices. These menus contain the same entrees and dishes that are featured in the main menus. After mealtime, children may take the Thrifty menu home and color in the various items.

Prizes for Patrons

A Wedgewood-Holly "Golden Starburst" gas range; 5000 free Vanda orchids from Hawaii for the ladies; 5000 free balloons for the children; 2500 free gift bags with a purchase of \$1 or more, except the liquor department; all this will be featured at the huge grand opening celebration of the new modern Del Amo Center Thrifty Drug Store.

The new stylized Wedgewood-Holly range includes a barbecue oven with motorized rotisserie, full-size oven with glass door window, one piece hinged top for easy cleaning, top burner heat control, electric clock with signal timer and many more exclusive Wedgewood-Holly features.

To enter the Wedgewood-Holly contest, a customer need only sign a cash register receipt, or reasonable facsimile, and deposit in the receptacle in the main concourse of the new Del Amo Center Thrifty. No purchase is necessary.

In classical color combination of regal gold, Grecian white and chrome trim, this fabulous range will be on display during the entire 10-day grand opening celebration.

