

THRIFTY DRUG OPENS NEW STORE IN TORRANCE THUR.

A. F. Laurenzana Named Mgr. New Torrance Thrifty Drug

Anthony F. Laurenzana has been appointed manager of the new Thrifty Drug Store in Rolling Hills Plaza at the intersection of Pacific Coast Highway and Crenshaw Boulevard, it was announced by the huge drug chain.

Manager Laurenzana, a native of Kansas City, Missouri,



Blue Chip Stamps at New Thrifty

In operating for 32 years on the principle "Thrifty sell for less," and offering the finest brand merchandise for the lowest possible prices, Thrifty Drug Stores now offer even greater values to its customers by awarding Blue Chip Stamps on over 20,000 items; which means you get approximately an extra 2 1/2 per cent discount on over 20,000 items.

Always a leader in developing new merchandising techniques, Thrifty Drug Stores was one of the pioneer firms that introduced Blue Chip Stamps.

The new store will include variety and department store merchandise for issue of Blue Chip stamps which means customers can do the bulk of their shopping under one roof and still receive the popular trading stamps.

is a long time Thrifty employe, having joined the firm in 1937. During World War II he served as a sergeant in the U.S. Army. After returning from the service in 1946, he was appointed manager of Thrifty's San Pedro store. Since that time he has managed Thrifty stores in Huntington Park, Long Beach, Hawthorne and Palos Verdes until his present assignment.

The popular Thrifty executive attended Kansas City Western College. He is married and resides in Long Beach.

Well qualified in all phases of drug store operation, Laurenzana is a product of Thrifty's unique management trainee program. Under this program a trainee is instructed in all basic drug and retail selling principles which is supplemented within store training. After the basic course is completed, a student is then placed in a store as a second assistant manager, and progresses to assistant manager and then manager.

The remainder of the management team of the Rolling Hills Plaza Thrifty Drug is comprised of Melvin L. Copeland, assistant manager, and Donald D. Armstrong, second assistant manager.

Copeland began his Thrifty career in May 1960, as a management prospect at Thrifty's store in Gardena. He has received his training at Thrifty units in Redondo Beach, and Los Angeles prior to this new assignment. He is married and the father of two children. The Copeland family resides in Torrance.

Armstrong's Thrifty career began in April, 1959, as a management prospect at one of the Los Angeles stores and he has received all of his training at Thrifty units in the South Central Los Angeles area. He is married, the father of one child and he lives in Gardena.



NEW THRIFTY DRUG STORE . . . Shown above is the new Thrifty Drug Store that opens February 1st in the Rolling Hills Plaza at the intersection of Pacific Coast Highway and Crenshaw Blvd. A gigantic 10-day Grand Opening Sale, with hundreds of "specials" in all departments, will be introduced following a 9:00 a.m. ribbon-

cutting ceremony. The ultra-modern facility covers more than 17,000 square feet of floor space. 52 departments will carry more than 25,000 different items of drug, variety, and department store merchandise. Blue Chip Stamps will be featured at the new store.

PRESCRIPTIONS GUARANTEED AT ALL THRIFTY DRUG STORES

The Bonded Prescription Department is the operational heart of every Thrifty Drug Store, and this will certainly be true of the new store in Rolling Hills Plaza.

Designed with the sole purpose of giving 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 prescribed.

Thrifty's quality and low prices are dramatically demonstrated in the prescription department. Thrifty prescription departments use only top-brand pharmaceuticals from such firms as Lilly, Squibb, Upjohn, Parke-Davis, Lederle, Merck, Ciba, Wyeth, Winthrop and others of top quality to ensure the use of the 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.

Thrifty Drug Stores are very proud of the fact that if a new prescription product is developed, all Thrifty prescription departments will have it for your doctor's prescription.

Vast Cosmetic Selection at New Thrifty

When architects for Thrifty Drug Stores planned the new store in Torrance, special attention was directed to the Cosmetic Department.

This very important segment of the new Thrifty store has incorporated the newest and latest in showcase design as well as a complete inventory of nationally advertised brands.

In celebration of the grand opening, Thrifty buyers have succeeded in securing special low prices on many nationally advertised cosmetics.

Included in the vast selection of beauty aids are complete "treatment lines" of Hudnut, Tussy, DuBarry, Dorothy Gray, Hazel Bishop, Helena Rubinstein, Revlon Max Factor, plus "fragrance lines" from Coty, Dana, Lanvin and many others.

A special innovation is the all new Lipstick Bar, that affords every customer the opportunity to view all national lipstick brands and select the particular shade suitable to the individual.

NEW THRIFTY AT-A-GLANCE

LOCATION: Rolling Hills Plaza at Pacific Coast Highway and Crenshaw Boulevard.

PARKING: Acres of free parking available.

MERCHANDISE: More than 25,000 drug, variety and department store items.

STORE AREA: Over 17,000 square feet.

GRAND OPENING SPECIALS: Reduced prices especially marked in every department, plus Blue Chip Stamps.

PRIZE DRAWING: Free Webcor Stereo Console, Price drawing held February 10, 8:00 p.m.

GRAND OPENING GIFTS: Vanda orchids, balloons, cookie bags, gift bags, 12 Sun Power batteries.



PRESCRIPTION DEPARTMENT . . . Thrifty Drug Stores has long been famous for its complete prescription service. Highly skilled, registered pharmacists, with many years of experience, will be serving customers at the new Rolling Hills Plaza Thrifty Drug Store in Torrance. Each and every prescription is guaranteed to be filled exactly as your doctor prescribed.

Thrifty Sports Department is Headquarters for Sports Fans

Be it Baseball — Football — Tennis — Volleyball — Badminton — Ping Pong — you name it, and Thrifty's Sporting Goods Department can take care of every need.

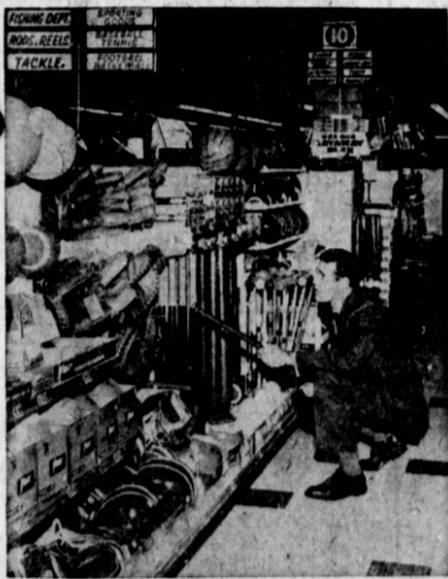
Such is the case in the new Thrifty Drug in Torrance. One of the most popular and largest sections in all Thrifty stores is the sporting goods department.

All equipment for the sportsman is available, from fishing gear to table tennis, all at Thrifty's low, low prices. Customers will be delighted at the great variety offered in regulation and nationally advertised brand merchandise, as well as "junior" equipment.

Golfing enthusiasts will be delighted to find a complete selection of golf equipment, including clubs, bags, golf carts, tees, gloves, and name brand golf balls, plus a wide selection of accessories.

Of special interest to anglers is the complete fishing section. Rods, reels, leaders, hooks, lures, flies, sinkers, tackle boxes and fishing accessories will be displayed in the convenient self-service gondolas. If special information or items are desired, a courteous salesperson will be available.

So, if you are at all sports-minded, remember to visit this special department: all items priced at "sell for less" prices in Thrifty's new store in Torrance, at Pacific Coast Highway and Crenshaw Boulevard.



SPORTING GOODS . . . Thrifty's sporting goods department is typical of the dozens of completely stocked departments throughout the new Rolling Hills Plaza Thrifty Drug Store. In this section will be found equipment for every sport, from fishing to badminton. Baseball players, from Little Leaguer to semi-pro, will be pleased with the complete selection of equipment and prices to fit any budget.

Huge Throng Expected at Pac. Cst. Hwy. & Crenshaw For Grand Opening Sale

Thrifty Drug Stores, the largest drug, variety, and junior department store chain in the West, will increase its services to Torrance residents, February 1, when the huge firm opens the doors to a new super-store in Rolling Hills Plaza at 9 a.m. The new store is located at the intersection of Pacific Coast Highway and Crenshaw Boulevard.

Company officials announced a gigantic 10-day Grand Opening Sale will inaugurate the new store with money-saving "specials" featured in all departments.

The new store is the last word in merchandising design and incorporates the finest facilities and conveniences to make shopping faster and more pleasurable.

A ribbon-cutting ceremony is scheduled for 9:00 a.m. with Albert Isen, Torrance mayor; Hal Frenz, Chamber of Commerce president; and Carmen Y. Vicarra, "Miss Torrance Chamber of Commerce," taking part in the festive occasion.

Directing the ribbon-cutting for Thrifty will be Manny Borun, vice president of the huge chain; Bill Henry, director of store operations; and Anthony F. Laurenzana, manager of the new Torrance Thrifty Drug Store.

The huge 10-day Grand Opening Sale, which follows the ribbon-cutting, will feature grand opening "specials" marked in all departments. Thrifty's traditional low prices will be especially reduced even lower on hundreds of items during the 10-day Grand Opening Sale.

The new Rolling Hills Plaza Thrifty will cover more than 17,000 square feet of floor space scientifically laid out in 52 departments to carry more than 25,000 separate items of drug, variety, and department store merchandise. Thrifty officials declared that the new facility will feature Thrifty's policy of double-discounts in every department throughout the store.

The Double Discount Policy includes: (1) lowest discount prices, plus (2) Blue Chip Stamps on over 20,000 separate items of merchandise. The added service of awarding Blue Chip Stamps on such a vast quantity of drug, variety and department store merchandise, means approximately an additional 2 1/2 per cent discount on over 20,000 items, over and above Thrifty's traditional "sell for less" prices.

Free gifts will be presented at the grand opening including: 5000 Vanda orchids, 5000 balloons, 1500 bags of cookies, 2500 gift bags, 12 Sun Power batteries. A beautiful Webcor Stereo console will be given away on February 10 in a grand prize drawing. It is free to enter and everyone has a chance of winning the stereo phonograph.

One of the key departments of the new Thrifty is the well-stocked sports department. A huge selection of the finest sporting equipment will be featured here, including every-

thing from badminton and tennis to golf and football. Fishermen will find tackle, poles, bait boxes, and a complete line of accessories to fill their requirements. Baseball players from little-league to semi-professional will find sound value on approved baseball equipment. All types of camping equipment are also featured here.

A large housewares department will showcase a vast selection of glassware, flatware, and a full line of utensils, plus a giant stock of soaps, detergents, mops, brushes and other cleaning items.

A gardening department and hardware department are included with all types of gardening tools and accessories, hoses, sprinklers, insecticides, hand tools, electrical equipment, paints, brushes, and hundreds of similar items.

The huge cosmetic section will feature complete "treatment" lines from Richard Hudnut, DuBarry, Dorothy Gray, Helena Rubenstein, and many others, plus "fragrance" lines from Revlon, Coty, Dana, Tussy, and Lanvin, among others. Also a wide selection of men's toiletries will be included.

Stationery, photography, toys, wheel goods, nursery and baby needs, kitchenware, men's, women's and children's clothing, electrical appliances, and thousands of other items will be found throughout the other departments.

The operational heart of the new Torrance Thrifty, and of every Thrifty Drug Store is the Bonded Prescription Department. Each prescription filled is certified to be precisely as the doctor prescribed. This year over 3,000,000 prescriptions will be filled by Thrifty pharmacists. Only top brand pharmaceuticals from such well-known firms as Parke-Davis, Abbott, Squibb, Winthrop, Upjohn, Ciba, Lilly and others of this quality, are compounded by experienced pharmacists who work in the most modern functional facilities that modern research has yet devised.

Service departments in the new store include cosmetics, prescriptions, tobacco, beverage, jewelry, camera and photo developing. Other departments are self service.

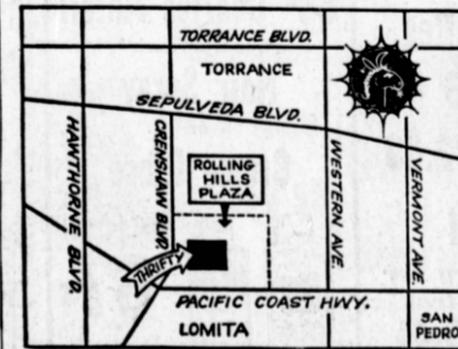
Prizes Galore Highlight Big Thrifty Opening

A Webcor stereo console; 5,000 free Vanda orchids from Hawaii for the ladies, and 5,000 free balloons for the children: all this will be featured at the huge Grand Opening Celebration of the new Thrifty Drug Store in Torrance at Pacific Coast Highway and Crenshaw Boulevard.

The magnificent Webcor stereo console, styled in "American Traditional," is as modern as a stereo can get. Its powerful audio system is engineered years ahead to give brilliant 4-channel sound reproduction. Five speakers are featured. The automatic changer, with diamond needle, plays stereo and monaural records in all four speeds and intermixes 7" and 12" LPs. It is also equipped with an AM-FM simulcast tuner. Its majestic "American Traditional" cabinet has been crafted by experts. The Webcor stereo console has been judged No. 1 by independent research.

To enter the Webcor stereo console drawing, a customer need only sign a cash register receipt, or reasonable facsimile, and deposit it in the receptacle in the main concourse of the new Thrifty. No purchase is necessary. Winner will be selected in a prize drawing February 10 at 8:00 p.m.

This fabulous stereo console will be on display during the entire 10-day Grand Opening celebration.



CONVENIENT LOCATION . . . Plenty of free parking and an easy-to-find location are two of the many attractions of the new Thrifty Drug Store in Rolling Hills Plaza. The new store will be open more hours every day, 365 days a year, for your convenience and service.

Housewares Dept. Offers Huge Variety at New Thrifty Drug

Down through the years Thrifty Drug Stores have become a second home to the homemakers of California, and a big reason for this is the giant housewares department that every Thrifty features.

The new store in Torrance will be no exception and all local residents are invited to inspect the tremendous variety of housewares bargains.

Of course, the kitchen is the woman's headquarters and Thrifty stocks a fabulous variety of items to make her work easier and more pleasant. A few of the items include all types of glassware, dinnerware, flatware, cooking utensils and accessories, ovenware, baking pieces and pot holders — the list is endless.

On the decorative side, Thrifty's housewares department has many values, including wall plaques, planters, fancy serving dishes, utility serving trays and fancy TV trays. All these and many more are offered at Thrifty's traditional "sell for less" prices.

In the electrical appliances department homemakers will marvel at the beautiful array of automatic coffeemakers, sandwich grills, waffle irons, regular and steam irons, toasters and mixers. There are also kitchen clocks, timers and other electrical items, all offered at the lowest prices in town.

Complete, Fast Photo Service Thrifty Policy

The complete Photo Department at the new Thrifty Drug Store in Torrance is designed to take care of your complete camera needs. Everything from the finest precision cameras and movie equipment to snapshot Brownies is included. And Thrifty's photo-finishing service is there to supply you with high quality prints in the shortest time possible.

Thrifty maintains its own \$250,000 photo-finishing plant and is able to give the same fast quality service to Kodachrome prints as it does black and white pictures.

In processing Kodachrome, Thrifty is able to furnish color prints from Kodachrome film. Also, the Thrifty Photo Department is equipped to handle Kodachrome film as well as eight and sixteen millimeter color movie film.

Another big plus offered by Thrifty to camera devotees is giant-size black and white Thrifty-tone prints that are extra large at no extra cost.



WEBCOR STEREO CONSOLE . . . "Miss Webcor" demonstrates the magnificent stereo console, styled in "American Traditional," which some lucky Thrifty customer will receive during the Grand Opening celebration of the new store in Rolling Hills Plaza. In addition to the famed Webcor stereo system this model also contains an AM-FM simulcast radio receiver. See accompanying story for entry details.